

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CV, No. 4

NEW YORK, OCTOBER 24, 1918

10C A COPY



Concerning Old Fashioned Quality

BACK in 1874 when Grandpa's Wonder Soap began its cleansing career, people demanded soap that really cleaned and that was worth its price. Money didn't flow as freely then as it does in these times. Consequently purchasing was done more thoughtfully and closely. Grandpa's Wonder Soap squarely met the old time demand for honest quality and was a success from the start.

The 1874 state of mind is back again—people are thinking hard about getting their money's worth. We believed this state of mind should put Grandpa's Wonder Soap among the best sellers if people were just told about it in the right way. The Beaver Soap Company agreed with us and folks are now beginning to hear about this honest old soap. Results indicate the value of cooperation between the progressive manufacturer and Advertising Headquarters.

N. W. AYER & SON
ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

THE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.



More than 12,000 important concerns have bought recent editions of this Register, and refer to it to find sources of supply as instinctively as they look at the clock for the time of day. They all wanted it, ordered it and paid for it. Not an advertising scheme of free distribution.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year.

Last opportunity to secure space in the new edition (October, 1918).

Thomas Publishing Company, 129-135 Lafayette St., New York City

BOSTON
Allston Sq.

CHICAGO
20 W. Jackson Blvd.

SAN FRANCISCO
311 California St.

LONDON
24 Railway Approach

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CV

NEW YORK, OCTOBER 24, 1918

No. 4

Uncle Sam's Megaphone

What the Committee on Public Information Really Is and Does

By Bruce Bliven

WHAT is the Committee on Public Information?

What is it trying to do?

How is it succeeding in the tasks marked out for it?

Those are three tremendously interesting questions; and to no one more so than to those experts in the relation of printed word to human mind—advertising men, advertisers, publishers and publicists.

Here is a great new organization for molding the minds of masses of citizens. In its scope, its purpose, and its viewpoint, it is unique. What can it teach the business man who has been engaged in the same type of work for his own ends? What can it, in return, learn from the powers of organized publicity as they have been developed in recent years by professional advertising men?

Up to the present, hardly anyone outside its own ranks has known what the Committee on Public Information is and what it does. To be sure, it has now and again "broken into the news" on its own account, but nearly always this has been in regard to criticism of a single activity or incident and has resulted in a distorted view of the real functions, scope and scheme of its work. It is a curious fact that a Committee which was created for dissemination of facts; which lives by the printed word, and is built almost entirely of professional writers and advertising men, has itself remained in practically complete obscurity.

If you were to stop our old friend, Mr. Average Man in the Street, and ask him what the Committee on Public Information is, he would probably tell you:

1. That it is a sort of censorship bureau for newspapers. Or else:

2. That it is a sort of press agent affair to boost the Government.

Both of which statements would be entirely and unequivocally wrong. For it does not possess, and has never sought for, any legal power of restriction over the press; it has merely told the publishers what sort of information would, if printed, endanger our military purposes. It has relied—and almost always its confidence has been justified—upon the patriotic desire of all American periodicals not to do anything which would be harmful to our cause or helpful to the enemy.

And as for its being in any sense a press agent bureau for the Government, you may see for yourself if you will read this article through how completely different its purpose is.

The Committee on Public Information has been harshly criticized. It has been attacked in many quarters, and sometimes with great bitterness. It is not in any sense the purpose of the present writer to attempt to answer those criticisms or to justify the Committee. I shall not even analyze the motives which have inspired the critics in their attacks. I shall simply describe the operations of the Committee, tell what it is trying to do and how

it is accomplishing its purposes; and every reader of PRINTERS' INK will then be able to judge for himself how far criticism has been justified. He will also, perhaps, have new data to enable him to judge future efforts of the Committee with a better understanding.

We might begin with the physical aspect of the organization. The Washington headquarters of the "C. P. I." are in a row of old red brick houses, diagonally across the corner from the White House grounds. It started with only one of these houses, and as its needs grew it expanded in both directions. Inside every doorway is a placard telling the names of the division heads who are domiciled therein; and if the man you seek is not in house number one, you dodge out again and try next door. Inside, you go up stairs and down, around corners, through big old-fashioned doors, and every room is crammed with desks and at every desk sits somebody working hard, who a few months ago was a newspaper man or an advertising man or a college professor, in New York or Chicago or anywhere at all. Without prejudice, and reserving judgment, one must admit in simple fairness that there seem to be no chair-warmers in the C. P. I., either in Washington or in its fifteen offices scattered all over New York City.

The Committee on Public Information was created by an executive order of President Wilson dated April 14, 1917, the order reading as follows:

"I hereby create a Committee on Public Information, to be composed of the Secretary of State, the Secretary of War, the Secretary of the Navy, and a civilian who shall be charged with the executive direction of the committee."

"As civilian Chairman of the Committee I appoint Mr. George Creel.

"The Secretary of State, the Secretary of War, and the Secretary of the Navy are authorized each to detail an officer or officers in the work of the Committee."

During its first year, the Committee was supported from the \$100,000,000 emergency appropriation of the President. Now, most of the Committee's activities are paid for out of an appropriation voted by Congress.

APPEAL IS THROUGH MANY CHANNELS

What does the Committee do? Suppose we first make a hasty bird's-eye view of its activities. It is constantly growing and changing to meet the needs of the time, so that a summary made to-day may be out of date in a few weeks. Here, however, are the main lines of its efforts at present, as reported recently by Chairman George Creel:

Besides the daily war news, which it issues to the whole press of the country, it supplies thousands of newspapers with feature articles, a weekly news service, and Governmental publicity material of all sorts.

It has prepared and printed for distribution to all parts of the world 30,000,000 copies of thirty-three different pamphlets in seven languages.

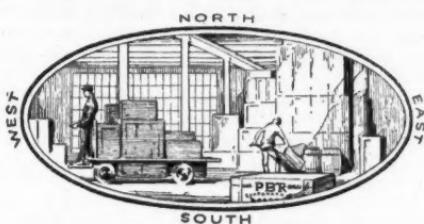
It conducts speaking campaigns in every State of the Union, arranges meetings, books speakers, conducts war conferences, and organizes tours; and in the Four Minute Men alone it commands the volunteer services of more than 60,000 public speakers.

It has wireless and cable news service that is being extended to every Allied and neutral capital in Europe, the Orient, South and Central America, and Mexico, and a feature article service of similar proportions.

It sends to foreign countries motion-picture exhibits showing America's social, industrial, and war progress.

It has mobilized the advertising forces of the country—press, periodical, car and outdoor—for patriotic campaigns that will give \$30,000,000 worth of free space to the national service.

It designs posters, window cards, and similar material of pictorial publicity for the use of va-



Distribution!

No. IV of a series of little messages on the Merchandising and Advertising service of the H. K. McCann Company.

The Manufacturing, The Marketing and The Choice of Name and Trademark were discussed in the three previous messages of this series.

Advertising without distribution—creating a demand for a product without satisfying it—builds difficulties that trip up success at the very start. Advertising brains and Merchandising sense must work closely together to secure distribution while creating demand.

Intensive local campaigns, combined with a national selling effort, help to open the channels of distribution. Newspaper cooperation can be made a profitable instrument, while various dealer helps are also effective, but only when good enough to convince the dealer of their selling value.

The McCann Company has secured thorough national distribution for many new products, as well as wider distribution and bigger sales for old products. In a field where experience counts, The H. K. McCann Company is fortified by using methods that have already proved their value in securing distribution.

The H. K. McCann Company
Advertising
61 Broadway, New York

Cleveland
San Francisco



Toronto
Montreal

rious Government departments and patriotic societies.

It prepares moving-picture films showing our war progress and exhibits them to more than two million people daily.

It issues an official daily newspaper for the Government, with a circulation of 110,000 copies a day.

With the aid of a volunteer staff of several hundred translators, it keeps in direct touch with the foreign language press, supplying selected articles designed to combat ignorance and disaffection.

It has organized, and now directs, a number of societies and leagues designed to appeal to certain classes and particular foreign-language groups, each body carrying a specific message to its section of America's adopted peoples.

It acts as a bureau of information for all persons who seek its direction in volunteer war work, in acquiring knowledge of any administrative activities, or in approaching business dealings with the Government.

It supervises the voluntary censorship of the newspaper and periodical press.

It establishes rules and regulations for the cable censorship with respect to press dispatches.

It prepares and distributes, advises upon and censors photographs and moving pictures to the number of more than 700 a day.

It has only about 300 paid employees, but it directs and coordinates the patriotic work of 5,000 volunteer writers and artists and 20,000 public speakers.

"TRUTH" AND "PROPAGANDA" BECOME SYNONYMOUS

Those who are not familiar with the work of the Committee on Public Information are in the habit of thinking of it as "creating a propaganda with which to fight that of Germany." In a sense this is true, but in another and more significant sense, it is entirely wrong.

For the C. P. I. works in the open. Germany's propagandists have always worked in the dark, because it's dark work they do:

lies, lies, and yet more lies; buying up publications; bribing officials; treacherously breaking every moral law in every country on the face of the earth. Whereas the task which confronts America, and for which the C. P. I. is merely the medium for expressing the nation's will, is that of spreading the truth in regard to American ideals and institutions and our reasons for entering the war.

That's why the members of the C. P. I. don't like to have their work called "propaganda." They think of it as education, and it is. There has been no copying of German methods, even when those methods in Teutonic hands have proved eminently successful. On the contrary, there is hardly a single thing which Germany does in spreading abroad her poison of untruths which clean-handed Americans would care to do. As Chairman Creel expressed it:

"From a thousand sources we hear of the wonders of German propaganda, but my original determination has never altered. Always do I find out what the Germans are doing, and then I *don't do it.*"

THE ERRONEOUS GERMAN IDEA

And Edgar Sisson, General Director of the Foreign Section, expressed very clearly another phase of the same thing in a conversation with the writer. Speaking of propaganda in neutral European nations, he said: "Germany can, of course, flood a nation with money, buy up newspapers, bribe officials, and perhaps by such tactics win a temporary success. But we do not believe that a bought country is a worth-while friend. And we do believe that a country that learns the truth about America and its ideals is a friend forever."

"In the long run we believe that the German poison campaign of lies, bribery, treachery and spying, defeats its own ends. Sooner or later the duped people awake to a realization of the facts, and there is a revulsion against the nation whose cause is so weak that it must be bolstered up in such a fashion."

"Still Waters Run Deep"

The homely old phrase is still true —truer than ever, because the world needs stability now more than it ever did before.

The paid-in-advance subscribers to **Needlecraft Magazine**

are the still-waters—that-run-deep factor in our nation. They are not given to storm and stress. But they are deep and dependable.

Advertising in **Needlecraft Magazine** will definitely sell to these women, maintain an established brand or introduce a new one—the significant difference being that **Needlecraft Magazine** gives the advertiser a very unusually direct channel to the confidence and trust of its subscribers. One million subscribers mean five million readers—and every one a staunch friend of the publication.

"One Woman Tells Another"



Special interest attaches to this statement because, as our readers will remember, it was Mr. Sisson who secured and brought from Russia the documents purporting to show the connection between the Bolshevik leaders and the Imperial German Government.

When the C. P. I. was founded, probably no one had any idea of the exact functions which it would perform, and certainly no one dreamed of its possibilities for rapid growth and widespread ramification. There was at first a general impression that the main function of the Committee would be to establish a sort of mild censorship over the discussions of war and war preparations in the columns of the press.

There was also, of course, the obvious necessity of correlating the information regarding war activities in Washington. All over the city bureaus and departments were being enormously increased, or created over night out of nothing; and there was every day a vast grist of information as to current happenings, which needed to be brought together at some common fountain head, whence it could be distributed to the news associations, Washington correspondents and others seeking to follow closely the activities of the Government.

As has already been stated, the Committee has never exercised and does not now exercise a censorship of the news columns of the daily papers. It has no legal authority to do so; and it would therefore only make itself ridiculous if it tried. It has, however, co-operated with the press in establishing a voluntary censorship, by circulating in all periodical offices the list of facts which the War Department desires to have kept out of the papers. The character of this information is well known; it concerns itself almost exclusively with statements in regard to movements of troops, numbers of troops, details of embarkation or landing of troops, the character of harbor and coast defenses, etc. It is interesting to know that through the past year

the number of types of stories on this *index expurgatorius* has been steadily diminished.

The whole spirit and purpose of the Committee on Public Information is declared to be away from suppression and the withholding of facts, and toward expression and the utmost publicity in regard to the exact status of affairs. It has acted as a buffer body between the military authorities, whose natural impulse would be to suppress absolutely all facts which might even remotely assist the enemy, and the hungry hordes of newspaper men whose motto is, "Publish everything possible, though the heavens may fall." Sometimes it has seemed to the Committee wise to urge the publication of matter which the military authorities believed should be withheld; and not infrequently, the newspaper men have been asked not to print matters which they themselves would like to rush into type.

WITH AN EYE SINGLE TO WINNING THE WAR

It should be clearly understood that the C. P. I. is purely a war organization. Its every act is predicated on the assumption that it will be dissolved when the war comes to an end.

As a war body, it concerns itself only with information about purely war matters. In fact, it limits itself even more narrowly. The Food Administration and the Fuel Administration are certainly war bodies; yet the Committee on Public Information makes no attempt to stand in the position of *liaison* officers between those bodies and the world at large. It is the actual military portion of the Washington machinery which comes within the field of influence of the Committee. It is true that the Committee's daily newspaper, "The Official Bulletin," publishes all rulings and official pronouncements of these and other departments of the Government, as well as giving a summary of the actions in Congress. It does not comment, however, in any way

(Continued on page 133)

You can "concentrate" in Brooklyn.

97% of the Standard Union circulation is within Brooklyn's limits.

Practically every National advertiser who uses only one paper in each city concentrates on this newspaper when he "goes into" Brooklyn.

Selecting the Cover Design for a Mail-Order Catalogue

The Laboratory Method of One Big House

By D. W. B.

A REPRESENTATIVE of PRINTERS' INK walked into the office of the advertising manager of a well known mail-order house one day several months ago. As he sat down beside the desk of this advertising manager, a rather young man who has already made quite a name for himself, he noticed up on the wall a row of rough sketches of cover designs. There were six of them, all different.

"My Cover Laboratory," explained the mail-order man, noting the direction of the PRINTERS' INK man's gaze. "Those are cover sketches for our spring catalogue. What do you think of them?"

"They look mighty good," was the answer, "particularly that second one on the left. That's a dandy. Who did that?"

Before replying the mail-order man reached for a sheet of paper which was ruled off in columns and entered a mark in one of the columns.

"Funny thing," he said, "that's polling heavy with the men, while the fourth one is running ahead with the ladies." He handed over the sheet for inspection. It was divided in half by a line; the left half was labelled, "Men," and the right half, "Women." Each half was ruled in six columns, numbered to correspond with the order of the sketches on the wall.

The mail-order man went on to explain that this was the poll sheet upon which rested the selection of the catalogue cover design. He always requires from twelve to fifteen cover sketches from which he selects the six most promising, and these he pins up in a row where they will command the eye of every person entering the office. Almost invariably men and women alike comment upon the designs at once

upon entering, and he gets each to pick the sketch which appeals to him most strongly, entering the choice on the poll sheet. The sketches are kept up on the wall for at least a month, he explained, to get a large vote and to see how the designs "wear" on the eye.

"When the time comes to make the final choice it generally narrows down to two. Sometimes the men's and women's votes favor the same sketch; other times there is a radical difference, in which case the women's choice gets first consideration because our catalogue appeals primarily to women, though it still has to pass the final test and may possibly lose to the man's choice."

THE ULTIMATE TEST

"What is this final test?"

"It's what I call the living-room table test. I have the two most promising sketches mounted on dummy catalogues and take them home with me. For two or three weeks I keep them among the magazines on my living-room table. In fact I get a number of extra magazines, as well as my competitors' catalogues, and scatter them around the table in little piles, as magazines are most likely to be found on the average living-room table. My wife and the children are constantly getting the piles mixed up as they hunt for this or that magazine, and then return it to the table when they are through with it.

"At the end of two or three weeks I know very definitely which of the two designs will stand out most effectively in competition with magazine covers, and the catalogues of our competitors. One of the two will just sing right out, 'I'm the design you want. I stand out.' And that's the one I finally adopt."



Your Printing and the Coal Supply

The Government requests you to conserve paper, not for the sake of the paper itself, but because of the materials, labor, fuel and transportation involved in its manufacture and distribution.

The fullest measure of conservation, therefore, is not to be attained by the mere avoidance of waste in the use of paper. The avoidance of waste in manufacturing is equally important. To be sure you are helping to conserve needed labor and materials, and not merely paper, it is necessary to select your printing papers as carefully as you use them. The safest guide is the trademark on a standard, advertised brand. Almost always it is a trustworthy guarantee of economy and efficiency in manufacture, as well as of

the quality and value of the finished product.

This is particularly true of cover papers. Of the total production of some two hundred mills, more than one-half comes from the single mill whose brand trade mark appears at the head of this advertisement.

BUCKEYE COVERS are the largest-selling brand of cover-papers in the world. Pound for pound, we believe they represent a higher degree of conservation than any other papers of similar character obtainable.

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER
In Hamilton, Ohio, since 1848

Dealers in all Principal Cities

Member Paper Makers' Advertising Club

"You've probably noticed that our covers are always very simple and bold, though dignified and pleasing. Well, the living-room-table test taught me that. I used to run to elaborate pictures and very artistic effects. That was when I was buying cover designs. But I soon learned that a cover design is not only a cover design but a display advertisement as well. My elaborate pictures didn't stand out when they got up against home conditions; they weren't strong enough. Now I get the best artists I can get to produce the simplest designs they can draw, always in good taste because they must be or they will be denied the place on the living-room table that is so important to their success, but at the same time bold in treatment.

"Then there's another point: If you've ever noticed, when people go into other people's homes they are almost always attracted to the books and magazines on the table, and if they are left alone for a minute they pick one up and leaf it through. Well, we aim to get in some good missionary work with these visiting neighbors and friends. We aim to have our cover stand out so boldly and so attractively that the visitor's hand will seek our catalogue quite naturally when the host or hostess is excused for a minute, or when the conversation lags a bit. The minute they pick up our catalogue in a nice home it is as though their host or hostess introduced us, and of course every such introduction is worth good money. So you can see, can't you, that there is good reason for all my fussiness?"

The PRINTERS' INK representative could see, and he obtained permission to pass along this successful man's catalogue-cover selection methods.

"Sure, go ahead. I'm not afraid of a little cover competition. In fact, it makes me sad to look at the covers of some of the mail-order catalogues that drift into my home. They hurt the prestige of the business, they are so crude and cheap looking. Often it isn't

because they are inexpensive, either; it is because the money spent on them is not wisely invested. One of the most strikingly effective covers our house has used was an offset cover in two colors on a colored stock, the whole so designed, and the colors so used, that the finished cover had the effect of at least five colors, and indeed was quite as handsome and forceful as many five and six-color covers we have used in times past. My own hunch is that brains and experimenting are more important than money in obtaining effective covers."

Western Publishers Offer Paper Conservation Idea

The Inland Press Association, representing newspaper publishers of thirteen middle western states, met in Chicago last week to consider the paper situation. A telegram was sent to the War Industries Board recommending that the Audit Bureau of Circulations be utilized by the Government in carrying out the Board's rulings regarding paper. It was said that this would place all publishers on a basis of equality and would do away with all evasions or attempts at evasions.

The association appointed what will be known as "The Point of Contact Advisory Board" to co-operate with the Pulp and Paper section of the War Industries Board in this or in any other matter in which the association could be of benefit to the Government.

To Discuss After-War Trade

Plans for after-the-war trade will be up for discussion at a meeting of the Export Managers Club, to be held October 24, at 8 p. m. in the Bush Building, New York. The meeting will be open to all who may be interested.

Walter F. Wyman, manager of the export department of Carter's Ink Company, Boston, will preside. The speakers will include G. A. O'Reilly, of the foreign-trade department of the Irving National Bank, New York; H. C. MacLean, New York, manager of the Bureau of Foreign and Domestic Commerce, and Dr. G. E. Snider, of the department of commerce of the College of the City of New York.

Death of Wm. S. Wright, of Flexlume Sign Co.

The death of William S. Wright, secretary and treasurer of the Flexlume Sign Company, Buffalo, N. Y., occurred October 10. Mr. Wright was thirty-one years old. He was stricken in the prevailing epidemic and his death was due to pneumonia.

When Nat Olds Wrote

that splendid story of the Kayser Glove campaign in its relation to Poster-advertising he builded better than he knew. Beyond all question, it is the sanest and most illuminating contribution to advertising literature of the year.

We have had so many requests for the September issue of the "Nordhem Poster" containing the article that we have printed a second edition and will be glad to send a copy to any applicant. It can be read with real profit by every manufacturer, salesman, advertiser or advertising man in the country without reference to their special plans, or advertising media. It's fundamentally big and enlightening. It's what we called it when we published it:—"A trumpet call to clear thinking."

Yours for the asking.

IVAN • B • NORDHEM CO.

*Poster Advertising in the
United States and Canada*

5 West 40th Street - New York City

Bessemer Building, Pittsburgh, Pa.

Offices in Buffalo, Kansas City, Minneapolis, Cleveland

Canadian Representatives:

THE WADSWORTH-NATHANSON CO.
C. P. R. BLDG., TORONTO

How Has War Affected American Business Mentally?

That is the title of the Business in War Time page which will appear in Collier's of November 9th.

It was inspired by a conversation with an executive of one of America's largest war industries.

Says he in part: "For a time America will have everything that every other nation needs and must get for its mere existence. We will, for the time being, be in control of the world. Then will come the true test of America's measure as a world power. Then the world will know whether

"We should like to go on record as endorsing your series of articles on Business in War Time. We think this is of great value to manufacturers and business houses generally, and that it will do a great deal of good for the advertising business itself."

—An advertising agent of Chicago

democracy and high ideals and fair dealing are simply phrases with us—or performances. What are we going to do about it?"

The present time calls for American business men who can think in big terms and visualize the frontiers of the world within the sweep of their influence.

It is because it expresses and interprets this to some degree that you will find "How Has War Affected American Business Mentally?" worth reading.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

"Do you plan to prepare in some more permanent pamphlet or booklet form this splendid series of business briefs so that those of your readers who appreciate these advertising editorials may be able to secure them for their personal files?"

—A *Collier's* reader

Baltimore Famous as Its Daywear

Nightwear as



*Office and
Distributing Plant
32-38 S. Paca Street*

E. ROSENFIELD & COMPANY, manufacturers of "Faultless" night shirts and pajamas, are the largest manufacturers of men's nightwear exclusively in the world. In addition to the distributing plant shown here, six factories in Baltimore are devoted to the manufacture of this well known brand, familiar to most readers of "Printers' Ink" through its national advertising in magazines and in 62 leading daily newspapers of the United States.

Last impressions Baltimoreans carry with them to bed at night are those that largely govern their buying inclinations the next day! Suppose, for instance, YOUR message is in The NEWS to-night—alongside last-minute exclusive afternoon Associated Press dispatches, the subject of attention—perhaps conversation—around the center table in practically every Baltimore HOME! Can you imagine a better time and place for an effective selling appeal.

NEWS *sworn* net paid circulation for the six months ending October 1, 1918, was 25,166 daily and 37,524 Sunday **AHEAD** of the same period a year ago—a rate of increase (27%) daily and (49% Sunday) fully in keeping with Baltimore's vast increase in population and purchasing power.

For More Maryland Business CONCENTRATE in

The Baltimore News

The Fastest Growing Baltimore Paper

Some Sworn Government Reports, Past and Present

	Daily	Sunday	Daily	Sunday
Oct. 1, 1916 . .	73,817	67,313	Apr. 1, 1918 .	98,176
Apr. 1, 1917 . .	84,012	70,877	Oct. 1, 1918 .	115,812
Oct. 1, 1917 . .	90,656	75,590		113,114

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

A Real "Super-Ad"

And Incredible to Relate, It Was Written by a Real, Professional Advertising Man!

TUCKED away in a 6-inch single column space in last Saturday morning's New York *Times* was a real "super-ad" for the Fourth Liberty Loan. It is not PRINTERS' INK's judgment alone upon which we base this statement. Hardly had the office opened for the day, when telephone calls of comment on this copy began to come in, and they were all alike. One and all were of the opinion that here was copy so honest and sincere that it cut deep; and that if more of the same tone had been used in the Loan campaign, it might have helped avoid the necessity for such intense effort in the closing days.

Strange to say, the copy which produced so much enthusiasm was not written by some small-town philosopher, but by what Gerald Stanley Lee calls an "ordinary" advertising man. We cannot, of course, judge the response which it may have caused, but we have the right to an opinion. Herman G. Halsted is the author of the advertisement. Here it is:

To My FRIENDS:

Have you bought all the Bonds YOU can?

When the First Loan was offered in July, 1917, I bought \$2,000—a fair amount for a man of my income.

I bought more of the Second Loan.

When the Third Loan was offered I began to wake up. I SUBSCRIBED for all I could possibly afford. After that I began to THINK.

Many of my good friends and old pals had gone "Over There" to offer their ALL to make it safe for us to live in comfort here.

I had a long heart-to-heart talk with my good wife. We asked ourselves if we had really done

all we could, or only what we could "without inconvenience." Then we began to ACT. We gave up our apartment and cut our rent from \$175 to \$50 per month—and other expenses have been cut accordingly.

I have now invested over 70 per cent of my gross income and over 80 per cent of my total assets in Liberty Bonds, and—if I keep my health—I will not sell a single Bond. To pay my Income Tax, Insurance Tax, insurance, and other expenses from what is left will be some problem.

So, my friends, when you see me wearing last year's clothes, hat and shoes, and lunching at the "Automat" instead of the Waldorf, you will know the reason. I am trying to do what I think is right and—I don't want to be ashamed to meet "Lou" Bacon, "Pete" Long, Herbert Moloney, "Dunk" Macpherson, and dozens of others of my good friends when they come back.

It is up to each one of us INDIVIDUALLY to go off in some quiet spot and alone—face to face with our God—ask ourselves this question—"Am I worth dying for?" Then take a subscription blank and let your conscience dictate the answer by the amount you subscribe.

Don't let Germany's peace propaganda defeat the Loan.

Yours for the winning of the war,

HERMAN G. HALSTED,
250 Fifth Ave.

Herman G. Halsted is vice-president of Paul Block, Inc., publishers' representative. Most advertising men in New York City, and very many elsewhere, know him personally; and those who don't will undoubtedly feel as if they had made at least the beginning of an acquaintance when they read his copy.

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in Balti-
to most
nd in 62

ose that
instance,
clusive
conversa-
Can you

6 daily
ily and
power.

WS

Sunday
99,870
13,114

entative
k Bldg.
Chicago

How Britain Is Advertising to Save Coal

Government Using Emotional Copy to Keep Public Contented With Low Fuel Rations

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

MANY articles have been published in PRINTERS' INK showing different results of the recognized need for economy in coal. America has told of fireless days and of railroads reducing freight accommodation. Here people never expected a real coal shortage, although 75,000 miners were taken out of the pits last spring, in addition to former drafts. Mr. Lloyd George, ever an optimist, said they could be spared.

In June the papers began to tell of an intention to limit householders' supplies of coal, especially in places remote from the coal-fields of the Midlands, the North, South Wales and Scotland. London stands in the maximum reduction area.

England is always a coal-exporting country. The armies and people of allied nations now need more coal. Coal-mining districts of France were seized by the enemy, who have the Belgian fields, too. They have been pushed off some of these fields, but, with their habitual thoroughness in evil-doing, can be relied upon to have flooded the pits, destroyed the hoists, and very likely laid explosive traps.

The people of the United States have ungrudgingly gone without a large share of their wheat that England, France and Italy may have a whiter loaf. It is up to the Britisher to do without coal that France and Italy may have a redder fireplace. They were pretty cold last year.

A fuel control has therefore been established. As gas and electric light are both of them products of coal, these are also rationed. We have so little water-generated electricity that it is not worth counting. The order is

retroactive. As from the first day of July, a London householder with ten rooms in his house must only use, during the year, nine tons of coal and 18,750 cubic feet of gas or 300 units of electricity. He can have the choice, however, of taking more of one and less of the other. A ton of coal can be exchanged for 15,000 cubic feet of gas or 800 units of electricity and vice-versa. Smaller and larger houses get less or more, in somewhat arbitrary proportion. Houses of eleven and twelve rooms get a ton of coal for each extra room, but they get no more gas or electricity. Twenty-one rooms get twenty tons of coal and 30,000 feet of gas, or 480 units of current.

MAKING PEOPLE LIKE IT

There is nothing that people are more liable to resent than interference with their domestic habits. I have twelve rooms in my house and have been using 140,000 feet of gas and all the electric light I wanted—much of the cooking and some of the heating being done with gas. I do not pretend to like being cut down to about 13 per cent of my gas, or to about 50 per cent of it if I give up half my coal. Neither do my neighbors. The Government has adopted a liberal advertising policy to reconcile me and them to it. The copy is a straight appeal to sentiment. "Be a sportsman" it says in effect. "Frenchmen and Italians are fighting part of your battles. Don't growl at giving them a little out of your coal cellar. Besides, coal is wanted to win the war."

One of the advertisements issued by the Board of Trade says:

**BRITAIN'S
SACRIFICE
for
LIBERTY**

The smashing of the Hindenburg Line, Foch's triumph on the Marne, the victory of the Piave, were all made possible by British coal. British coal has saved a disaster and assured the "brilliant dawn." We have sacrificed our coal reserves and our coal supplies, but when history comes to be written it will be seen how the Nation has been justified in making this great sacrifice for Liberty and Victory.

We must suffer discomfort in our homes and dislocation of our trade. But who will be so bold as to complain when he thinks of our men this winter in the ice-filled craters of Flanders, or of the Italians fighting at twenty degrees below zero, when even the lungs may freeze?

Let us hasten the end by using less coal, less light. The way is clear. "Britain," says Mr. Samuel Gompers, the American leader, "must furnish coal for the ships to bring American troops and American supplies." Do your part. Use less coal.

Another one—the latest issued—refers directly to America. The following is the main part of it:

**THE REWARD OF
BRITISH
SACRIFICE**

The American Army and British coal are now the great deciding factors.

We sacrificed our coal at home to make the American offensive possible. We are now reaping the reward.

Thanks to British coal, "the worst is over." "Nothing but heart-failure can prevent us achieving a real victory."

But the Americans require more—British coal to take them to the front. British coal to heat their food. British coal to warm their hospitals. British coal to keep their French depots and factories going.

We have sacrificed our coal for this. We have bartered coal for Neutral ships to bring Americans. And we provide still more coal to bring and maintain still more Americans.

That is why we at home must use less coal. The coal you do without is speeding on the ships, driving on the trains, which will bring victory.

USE LESS COAL

You can only burn your coal once—keep it for the really cold weather. Every unnecessary piece of coal you use you will regret before the winter is over. It will be too late to be sorry when your cellar is empty. Watch your coal like gold.

Posters carry a shorter message. Short articles have been circulated to newspapers and inserted with avidity, because they are the very news that the people want just now: hints on coal-saving are only less appreciated than war news. People are ad-

vised to use fire bricks, to take fewer hot baths, and not take them so deep, not to stoke the fire late at night, and to get along without a fire as long as they can. There has been a big rush to the lamp shops, but the meagre equivalent allowed for electric current given up caused some lamp-buyers to repent their bargains when they began to figure the allowances.

A certain amount of political motive is traceable in this effort to satisfy the people with the reduced fuel supply. There are those who say that if coal is so vital to the war the miners should not have been taken away; by the time they were trained soldiers, the American army had begun to do glorious work. A general election is expected this winter. But all the same, we are up against facts. If the prime minister were stampeded by a section of the press into a blunder—as he was—it is too late to remedy it now. It is easier to give men to the war office than to get the men back, as was seen in the case of shipbuilding operatives. And the present duty is to get people saving fuel with a good grace. There is no reason-why story that wouldn't be, politically, a boomerang. So the emotional note is adopted, and rightly, for it is the likeliest note to do the job. Incidentally, it is the hopefulllest note for election purposes, too.

**Earle A. MacAusland Pro-
moted**

Earle A. MacAusland, for the past three years western advertising manager of *Modern Priscilla*, Boston, has been appointed assistant advertising director. He is succeeded as western advertising manager by J. S. Hurlbut, formerly with the western office of the Butterick Publishing Company, New York.

**Honiss Goes with McGraw-
Hill**

L. S. Honiss, advertising manager of *Aviation and Aeronautical Engineering* and *Air Service Journal*, New York, has become associated with the McGraw-Hill Company, Inc., as representative in the Philadelphia territory of *Chemical and Metallurgical Engineering*.

"Borrow a Catalogue," National Cloak and Suit Tells Patrons

Big Mail-Order House Limits Supply of Style Books and Asks Its Customers to Get a Copy from a Neighbor to Use in Ordering

THE MARIETTA PAINT & COLOR CO.
MARIETTA, O., October 8, 1918.

Editor of PRINTERS' INK:

As a contribution to your "Save Paper and Serve Uncle Sam" articles, we call your attention to one method adopted by the National Cloak and Suit Co., of 7th Avenue and 24th Street, New York City.

A party in this city wrote to them for their style book, which is a rather bulky catalogue and consumes considerable pulp. Some time later this party received a card, the gist of which was: "Borrow a style book from your neighbor. Do your part in paper saving."

THE MARIETTA PAINT & COLOR CO.,
JOHN H. RENNARD,
Advertising Manager.

PROBABLY the great majority of business men do not yet realize the downright necessity with which we are faced, of saving paper in any and every possible way, for many months to come. It takes a drastic action like that of the National Cloak & Suit Company to drive home to many of us the fact that the need for paper-saving is no child's play, but a serious and vital matter. Here is an organization which lives, you might say, on its catalogue; and yet in a patriotic desire to do its share in paper saving, and acting in harmony with the reduction order of the Pulp and Paper conservation section, it made the edition of its current catalogue much smaller than usual. The catalogues available have been "rationed" as fairly as possible among the requests for same, and to the balance of the inquirers goes the card to which Mr. Rennard refers. "Your Part in the War" is the headline on this card, which goes on to say:

A pound of coal is used in making every pound of paper. So for every pound of paper saved, there is one pound of coal saved.

Besides, there is a shortage of paper. Therefore, our Government requests that everyone save as much paper as possible.

We have saved paper for our Government by printing a great many less Style Books than we have calls for.

We are sorry we cannot send you a Style Book—*sorry your request reached us after the supply was entirely gone.* We had to so limit our edition of books this fall that many thousands of our customers will be disappointed. But our books have been widely distributed. In every neighborhood there is a "NATIONAL" Style Book.

BORROW A STYLE BOOK

DO YOUR PART IN PAPER SAVING
You will be doing a very real part in helping to save paper if you borrow a "NATIONAL" Style Book from your neighbor. Show any owner of a "NATIONAL" Style Book this card as our request that you be loaned a copy of the book.

Even if there were no war we could not have filled all requests for our books this fall. So many thousand new customers have been taking advantage of our low prices that the demand for "NATIONAL" Style Books has far surpassed our ability to print them.

So borrow a book. Use it, take care of it and return it. This is a real part you can play in paper saving.

NOTE: If you cannot find one of your neighbors who has a Style Book, write us and we will tell you where to borrow a book.

When an inquirer writes back that she has been unable to locate a book in her neighborhood, the company looks up in its files her address, and gives her the names of the nearest neighbors who have books. The fact that the limitation on the number of catalogues has been undertaken as a patriotic measure should, presumably, remove any customer's objection to the trifling inconvenience of borrowing or lending her book.

The company is making no effort to capitalize its abnegation. "This action is taken," President S. G. Rosenbaum tells PRINTERS' INK, "solely in an effort to conserve paper as requested by the Government." Nevertheless, such a drastic effort on the part of such an influential firm should carry a decided lesson of paper economy to other business houses and individuals, who have been looking on paper-saving as more or less a fad of the over-zealous patriot.—[Ed. PRINTERS' INK.]



It Serves the Advertiser Whether He Uses It or Not

The more truthful, attractive, instructive and helpful all advertising is made the greater is the influence of the individual advertisement.

By placing at the disposal of our advertisers the trained and specialized skill of the writers and artists in our Advertising Service Department, we render a service to the customer who prepares his own copy as well as to the one who prefers to have our department do it for him.

Here is why.

The work of this department tremendously increases the attractiveness of the advertising pages as a whole, thus insuring a more interested audience for all the advertising in our publications. And that is a service of value to *every* advertiser.

McGraw-Hill Publications

Members of Audit Bureau of Circulations

Serve a Buying Power Aggregating

Billions of Dollars

Annually

Power	Electrical World
Coal Age	Electrical Merchandising
American Machinist	Engineering News-Record
Electric Railway Journal	Chemical & Metallurgical Engineering
Engineering & Mining Journal	

the everlasting urge

*In which R. G. gives way
to some quiet philosophy*

R. G.

was talking about the stability and the future of advertising. He started by quoting a sentence by Thoreau—"Most men lead lives of quiet desperation."

"There," said R. G., "is your cue. In every human brain is the everlasting urge to move up from where it is to where it isn't."

"As soon as the family takes on a Ford it openly discusses its Buick to come—and even privately thinks of Pierce-Arrow.

"Crowned by Truly Warner, the urge whispers 'Stetson.'

"Crouched in the family bath tub, the bather sees visions of his own private swimming pool.

"It is fifty times easier to extend the scale of living than to lower it."

So R. G. banks on what he calls the "everlasting urge"—



Blackman-Ross

ADVERTISING



this quality which makes humans human and mortals mortal and never lets up until the end of the journey.

The agency man who himself feels the everlasting urge can turn it to practical advantage when working for an advertiser, and advertisements built upon the everlasting urge go out as winners from the start.

On NOVEMBER 7th:

"Was it too much?"

ROSS
Company **New**
YORK
95 MADISON AVE.



**LOOKING
FORWARD**
with
McCLURE'S
and
its Authors

3



PORTER EMERSON BROWNE

A FAMOUS playwright, a successful novelist, a brilliant short-story writer—versatile, virile, humorous, satirical—Porter Emerson Browne is the kind of an author McClure's is proud to present.

In an approaching number Mr. Browne will resume his clever and constructive series of war articles, beginning with a splendid paper entitled "Patriautocracy."

McCLURE'S

*Forms for January close November 10th
Large excess circulation delivered without cost to
those whose advertisements appear in January McClure's*

Won't Force Change in Size or Form of Labels

Pulp and Paper Section Has, However, Plans for Paper Saving in Connection with Labels

IT has remained for the merchandise label, one of the smallest of the printed forms to present some of the most perplexing problems that have arisen in connection with the current effort for paper economy. The very fact that the Pulp and Paper Section of the War Industries Board has as yet made no attempt to fix a basis of curtailment for labels, despite the very considerable aggregate tonnage used in label manufacture, is, in itself, eloquent testimony regarding the difficulties that are faced.

When the War Industries Board took up some time ago the regulation of the stock to be used for physicians' prescription blanks and the fixing of uniform sizes for blank labels for use on prescriptions, the rumor gained currency that the Pulp and Paper Section might later propose standardization of all labels. As a matter of fact the officials have never had it in mind to make any such rash attempt. There is no more intention in this quarter of essaying label standardization than there is of attempting catalogue standardization which has been officially declared to be outside the province of the institution that establishes contact between business and the war-engrossed Government.

The mere hint, however, that some limitation might be placed on the amount of paper available for labels has brought to Washington energetic protests from a number of advertisers who appear to be more disturbed over the prospect of label interference than by any other phase of the paper conservation programme. The plea of these protestants is that their interests will be seriously injured if they are compelled to make any change in the form and size of the labels

which, through long periods of use, have become familiar to ultimate consumers of the articles that they serve to identify.

While no action was ever taken in the premises it may be confessed that in the general surveys at Washington of paper consumption in all lines, preliminary to the present campaign of economy, the thought occurred to some of the conservationists that a worth-while saving in tonnage might be effected if the labels in use on bottles, cans, boxes and other containers could be reduced in size. After hearing from the business public on the subject, however, there is a disposition at the War Industries Board to side-step this expedient as too provocative of opposition.

HOW PAPER MAY BE SAVED

Manufacturers of labeled goods and label printers have advised Washington that they will accept the ban against "double wrappings" and have no defense to offer at this time for double-duty advertising, such as is presented by seals, stickers, bands, etc., which are superimposed upon printed matter that in itself is sufficient to identify and advertise the article with which it is associated. Some of the label men have also volunteered the suggestion that it may be practicable to print some labels on cheaper stock or paper of lighter weight than has heretofore been employed. Others have gone so far as to concede that color might be dispensed with in labels if there was direct or indirect gain for the cause of paper economy commensurate with the sacrifice. One and all, however, the label men have dismissed as unthinkable, save as a last resort, any readjustment that would affect the size and form of labels.

The objection to tampering in this way with the most distinctive feature of the "dress of the goods" is that valuable good will would be impaired. The sentiment of the label specialists is that a unique label has all the significance of a trade-mark, no matter whether or not a trademark is embodied in the design and no matter, indeed, whether the label be registered or even be copyrightable. Hence, any alteration of the size or shape of the label would tend to rob it of its cumulative advertising prestige and, to come down to the most practical considerations, might render it less easy of discovery by a prospective customer scanning the shelves of a retailer for sight of the label with which he had long been familiar.

CALENDAR MEN WILL RESTRICT OUTPUT

This attitude of opposition to any alteration of label outline and dimension finds an interesting counterpart in the contentions of the users and printers of calendars who, if the Government were to insist upon its initial suggestions, would be called upon to forego a heavier percentage of paper tonnage than has been exacted in any other quarter. The calendar men have told the officials at the War Industries Board that if the Government is disposed to allow for 1920 calendars only 60 per cent of the paper stock used for 1919 calendars they will try to worry along but they object strenuously to anything in the nature of a horizontal cut in the size of calendars. With a calendar, as with a label, much store is set by the force of appeal and force of reminder imparted by a familiar printed form and the disposition is to save paper, if need be, in some other way than by reducing stature.

In the case of labels it is being represented to Washington that there are certain physical limitations that preclude change in the size and form of labels. For example, with respect to the

band labels used by packers it is urged that labels smaller in size than those now employed would not encircle the cans and would result in the goods presenting an unsatisfactory appearance as well as involving greater risk of damage to the label. In the cases of a number of labels in use on jars, bottles, etc., it has been conclusively shown that if the labels be reduced in size there would not be space to print in type of readable size, the instructions, directions, etc., that should be affixed to the article.

Officials at Washington are the more disposed to leave undisturbed the labels that would suffer through revision in size because they foresee in another direction a considerable saving in paper tonnage heretofore required for label purposes. The movement now being so energetically pushed by the War Industries Board, the United States Food Administration, etc., to bring about the substitution of fibre containers for tin and glass containers is counted upon to release considerable label paper. The supposition at Washington is that it will be practicable to print direct on the fibre containers impressions that have taken the form of labels when used in connection with containers made of tin or glass or crockery.

Sphinx's Allied Rally

The first dinner of the New York Sphinx Club, held October 15, was a success from every standpoint. George Ethridge, the new president, was greeted by about 300 members and guests. The primary purpose of the dinner was to do honor to the nations allied with the United States in the war. The speakers included diplomats and men of note from Belgium, Great Britain, France and Italy.

Emile de Cartier de Marchienne, the Belgian Minister, struck a responsive chord when he spoke of Belgium's plight and her gratitude to America.

"Speaking to you as advertising men," he said, "I must tell you that my country knew little of the advertising art until the war came. The war has wiped us nearly from the earth and in our effort to defend our homeland we have advertised a bit—yes, advertised for a friend by our plight alone, and we have found that friend—America."

Who

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When to Prepare for the Peace Market

"THE AMERICAN BOY"

DETROIT, MICH., Oct. 15, 1918.

Editor of PRINTERS' INK:

While we await with the greatest confidence the President's handling of Germany's offensives—both of a peace and war nature—and with confidence, too, that a desired end is now certain, and in sight, we are forcibly reminded that:

While it took us several years to get into the war, we shall get out of it almost over night.

And that there will be tremendous things to be accomplished on the coming of peace, all the bigger for the abruptness with which the condition of peace must be faced.

That America is now equipped to manufacture twenty-five billion dollars' worth of merchandise per year which she was not equipped to manufacture in the pre-war period.

And that we must, by intensive advertising and selling, dispose of this additional annual product, or scrap our additional machinery, or a portion of it.

And that, while every necessary force must now be applied to the task of winning the war, the preparation for peace through advertising is the one other thing that can now be done with the greatest results to the advertiser's business and to the country.

Let us not be as unprepared for peace as we were for war; it is our serious

obligation not to be, because we must in a day get at the business of peaceful commerce, whereas we could and did build up our war machinery step by step.

To those advertisers who have found a market because of the war, advertising in a courageous way now offers a permanent position in the business world.

Advertisers who have, because of production, transportation, or other difficulties due to the war, been handicapped in the last twelve months, shall have in the after-the-war period a free market, which will respond to them in ratio to their deserts.

They can now prepare for the future, and the early probability of peace requires that they begin that preparation immediately. It is not necessary to believe that the war will end in one month, or three months to subscribe to that. The advertiser who believes that the war will end in twelve months, and most advertisers do believe that, must see the necessity of more intensive advertising and selling methods *now*, if his position at the time of peace is to be a good one.

ELMER P. GRIERSON,
Advertising Manager.

R. F. Irvin has been appointed assistant to L. D. Calhoun, advertising manager of the Square D Company, Detroit. Mr. Irvin was formerly branch advertising manager of the B. F. Goodrich Co., Akron, O., in charge of advertising for the Philadelphia territory.

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Advertiser's "Flyer" Reveals Large Possible Sales

Under War Pressure, Manufacturer of Metal Building Construction Materials Finds Market in Remodeling Old Structures

WAR-TIME restrictions and handicaps have proved blessings in disguise to so many manufacturers that one is tempted to believe the fault lies with the management of any business which does not seem able to meet the conditions with which it is faced. No matter how bad the situation looks at first there seems always

to the wind, has been advertising. David Lupton's Sons Co., of Philadelphia, manufacture various forms of metal building-construction material, with special emphasis on metal sash, for the most efficient use of which it invented the Pond Truss type of roof, and certain special forms of window sash construction. The war has changed the conditions of its market somewhat, without materially affecting volume of output. War work simply has replaced pre-war work, to a large extent. Governmental and economic restriction, of course, have put a crimp in building construction for general purposes, and in this respect as well as in the effect of priority rulings covering its own output, the market has been limited.

It so happens, however, that the principal market for the company's product has lain in the iron, steel and allied industries, the adoption of the Pond Truss roof in factories generally being a subsequent development, interrupted to a degree by present conditions. The need for new machine

shops, foundries, forge shops and the like for war work has increased sharply, and so, as before stated, the company has faced no particular diminution of total business.

A temporary development traceable to war conditions, is the



A FLANK MOVEMENT TO ENTER NEW MARKETS

to be some way out, either in the development of new markets, more or less radical changes in organization or selling policies, or in the product itself. And in every case about the most effective method of tempering the wind to the shorn lamb, or better, the shorn lamb

Rebuild or Remodel— Which?

The limiting factor of many foundries and forge shops is not their floor area. It is their ability to get rid of heat and gases.

A badly designed building cannot be made equal to a correctly designed Pond Truss building by any practical reconstruction. Nevertheless, in the present shortage of structural steel it is often better to remodel than to do nothing. A larger output at lower unit cost, better working conditions and smaller labor turnover are well worth the cost of the change.

Every building as treated is an individual problem. We are glad to offer our wide experience in daylighting and natural ventilation to concerns needing greater capacity for war work.

Inquiries should enclose cross section and elevations, showing space and material of trusses, and floor plan with location of principal processes. We will indicate the most suitable reconstruction, and will co-operate with your architect or engineer. We do not erect buildings, but simply furnish the layout and the tools.

*Please see "Foundry and Forge Shop Ventilation,"
tell more about Lupton Service and Products.*

DAVID LUPTON'S SONS COMPANY
Allegheny Avenue and Tulip Street
PHILADELPHIA, PA.

For more information *in roofs and side walls*



"Concentration is the Nation's Watchword"

What a Well-known Advertising Expert Learned in Philadelphia

He found that not only was it "The City of Homes" (of which it has about 400,000), but that it is pre-eminent as "The World's Workshop."

He learned that the normal population of the Philadelphia territory has been increased by about 400,000 more people. The metropolitan district now has a trading population of about 3,000,000 people.

He found eight thousand or more manufacturing places are in full blast making things to "beat the Huns." Battleships, torpedo boats, submarine chasers, locomotives, munitions, ordnance, rifles, powder, poison gas and many other things needed by the American Expeditionary Force.

He observingly walked along the business thoroughfares and noted the throngs of buyers who were keeping the cash-register bells tinkling.

He went into fifty-three retail stores and asked them what newspaper stood first in Philadelphia, and got one answer:

The Philadelphia Bulletin

He found that it was first, for its reliability, for its fairness, and enjoyed the confidence of most readers; in fact that

"In Philadelphia Nearly Everybody Reads

The BULLETIN"

*Net paid
Average
for September*

444,836 *Copies a
Day*

(Third largest circulation in the United States)

The Bulletin is the only Philadelphia newspaper that prints its circulation figures regularly every day

PRIVATE SOCRATES

SOCRATES, you will remember, was once an enlisted man in the regular Athenian Army and despite, or because of, the fact that he was a first-class philosopher he turned out to be a first-class fighting man, too. No hike was too hard for him, and he just ate up sentry duty because it gave him a chance to do some heavy thinking.

It is our belief that if the ugly, bow-legged, wise little Greek were alive today, he'd be sitting in a Y. M. C. A. hut in France, yelling his head off at the moving pictures with the rest of the bunch.



WHEREVER there was a crowd, Socrates was right in the middle arguing louder than anybody and usually leaving his opponent flat.

He was the wisest man the world has ever known, and the most democratic.

That's why he would have found particular relish in the moving pictures. It comes straight from the life of the people to answer their demand for amusement. ☐

TODAY you can't get around to talk to all these people the way Socrates could, but you can present your arguments in a medium that reaches those you most want. A group of modern wise-men are doing it every month in the advertising pages of Photoplay.

Our Book, "The New Way to Market", written for advertisers and others, by Roy D. Chapin, President, Hudson Motor Car Co., and Chairman Highways Transport Committee, sent free on request.

PHOTOPLAY

The Magazine of the Fifth Estate

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO
NEW YORK OFFICE, 185 MADISON AVE.

policy which from results so far bids fair to become a substantial source of new business. This is the policy of encouraging the remodeling of existing buildings where the owner is barred from the erection of a new plant.

The point is this: available steel output may be spread over many more purchases, where only the roof and inlet sash are changed, with greater consumption of and publicity for Lupton sash products, than if concentrated in the full erection of a more limited number of buildings.

FULL FLEDGED ORDERS HOPED FOR

The idea was launched recently through an advertising campaign which the company regarded as a "flyer." The "flyer," however, seemed to hit the mark, from the number of queries which resulted from manufacturers who would have been in no position to consider the erection of new buildings. Sooner or later the company expects these partial users to develop into full users of its material.

Originally David Lupton's Sons Co. manufactured lines of gutters, rain-pipes and sheet iron roofing. These lines are still produced but the real development of the business came with the isolation of a big selling thought in the adaptation of product to a construction of scientific automatic ventilation, and then advertising the *ventilation*.

The company never had any difficulty in reaching its original markets in the steel and iron industries, and for about a decade or more has been advertising to this market through the steel and iron trade publications, as well as in engineering publications. More recently the introduction to other industries has been accomplished through business publications of more general circulation.

Advertising copy falls in either one of two classifications, that in which the emphasis is laid on the applications of the sash in use, and that which is devoted primarily to the features of the product itself.

Perhaps no better explanation of what the company is trying to do to solve war-time difficulties could be given than the text of one of the advertisements in the "flyer" campaign which has brought such a degree of response. The advertisement is headed "Rebuild or Remodel—Which?" and the argument proceeds:

"The limiting factor of many foundries and forge shops is not their floor area. It is the ability to get rid of heat and gases.

"A badly designed building cannot be made equal to a correctly designed Pond Truss building by any practicable reconstruction. Nevertheless, in the present shortage of structural steel it is often better to remodel than to do nothing. A larger output at lower unit cost, better working conditions and smaller labor turnover are well worth the cost of change.

"Every building so treated is an individual problem. We are glad to offer our wide experience in daylighting and natural ventilation to concerns needing greater capacity for war work.

"Inquiries should enclose cross-sections and elevations, showing spacing and material of trusses, and floor plan with the location of principal processes. We will indicate the most suitable reconstruction and will co-operate with your architect or engineer. We do not erect buildings, but simply furnish the layout and the sash."

The advertising policy of the company, states H. L. Towle, the advertising manager, is being maintained virtually as if there were no war, primarily as good-will insurance, and in a less degree for its more direct result on sales.

Export Methods to Be Analyzed

Harvey E. Golden, manager of the export department of Edward Miller & Company, Meriden, Conn., will address the Boston Export Round Table on November 8 on the subject "Overcoming Present-Day Handicaps in Exporting." Preceding the address two round-table dinners will be held. Mr. Golden will be the guest at one of these dinners and at the other George C. Vedder, of New York, will be the speaker.



Shoulder to Shoulder

Enough extra food must be raised in this country during 1919 to keep the greater part of Europe from starvation. Our National War Garden Commission is now laying plans to double the 5,285,000 War Gardens planted last year by willing Americans.

Of this number THE PEOPLE'S HOME JOURNAL was instrumental in having planted nearly 1,600,000 gardens. For 1919 our aim is to double this year's production. We shall accomplish it. Our readers have never failed to respond to our editorial guidance.

The slogan of THE PEOPLE'S HOME JOURNAL for 1919 is "*More food gardens, Bigger food gardens, Better food gardens.*" Through our editorial pages and our food department we shall continue to march shoulder to shoulder with the U. S. Food Administration.

The People's Home Journal
NEW YORK

For 33 Years the Magazine for Every Member of the Family

Hearst's

A Magazine With a Mission

XXXIV.

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Charlie's New Job *Poster by ARTHUR WILLIAM BROWN*

President to take a job in the supply department of the Y.M.C.A.

The Winds of Chance *HOWARD CHANDLER CHRISTY*

A murder and a manhunt under the Northern Lights. Polon Doret and Lieutenant Rock pursue the fugitives over Arctic snows.

My Autobiography *HISTORIC SCENES AND PORTRAITS*

Judge Parker's famous "Gold Telegram." Thousands of howling, bellowing people at the 1904 St. Louis Convention.

A Daughter of Two Worlds *ARMAND BOTH*

"Let the Dead Past bury its Dead," was Jennie's prayer as she saw its clutching hands.

A Volunteer Wanted

The French soldier stands foremost amid a whole world of Heroes.

"Daddies!"

The Play of the Month. The Bachelors' Club adopts a batch of war orphans.

A Picture of Patriotism *DAGNAN-BOUVERET*

A famous painting that hangs in the Chamber of Deputies, Paris.

"In the Fourth Year"

Painting by H. B. FULLER

"President Wilson," says Wells, "is the leader of English political thought to-day."

Henry Smith Williams *To Hit a City at Seventy Miles*

The Book of the Month. To let fly a half-ton shell at an unseen target requires confidence in one's calculations

Photographs *PHOTOGRAPHS*

Science of the Month. M. Leone Bracker

The Shoemaker

God seems to have made all souls pretty much alike.

My Own, My Native Land *W. T. BENDA*

COVER IN COLORS

W. T. BENDA

HEARST'S—Published Monthly by the International Magazine Company at 110 W. 46th St., N.Y. William Randolph Hearst, President; Joseph A. Moore, Vice-President; Julian M. Gerold, Treasurer; W. G. Langdon, Secretary. Copyright, 1918, by International Magazine Co., Trade Mark registered. Entered as second-class matter May 28, 1914, at the Post-Office at New York, N.Y., under the act of March 3, 1899. Application for entry as second-class matter is pending at the post-offices at Atlanta, Ga., Boston, Mass., Chicago, Ill., Los Angeles, Cal., San Francisco, Cal. Single copy, 35 Cents. Yearly subscription, \$2. Foreign subscription, \$2. Canadian Postage, 50 Cents.

The Net Circulation of the



on Sunday, October 20th, 1918

was

819,723

of which

647,684

was concentrated in the Metropolitan shopping area, within fifty miles of New York City Hall.

This unprecedented circulation, the largest of any newspaper in the United States—an increase of 46,859 over the corresponding Sunday last year—is the people's answer to the campaign of calumny and misrepresentation which has been carried on against the New York AMERICAN during the last eight months.

How Albert Pick & Company Are Meeting Their Change in Market

Advertising Turns Hotel Bars into Soda Fountains and Lunch Rooms

By G. A. Nichols

A FEW years ago Albert Pick & Company, the Chicago hotel outfitters, sensed the inevitable coming of prohibition.

States here and there going dry, counties and cities in wet states voting out liquor under local option laws, many other developments above and below the surface—these things convinced the company that the liquor business was a losing proposition and that it soon might even become a minus quantity so far as this country is concerned.

This was uprooting tradition with a vengeance. Here was an institution that had been accepted as a matter of course in the life of nations since mankind's early days. It was unthinkable that any reform element could so interfere with people's liberties as to prevent the sale of liquor. Why waste time in even thinking of, much less adjusting one's business conditions to, such an incredibly ridiculous thing!

But the Pick company saw what was coming and prepared for it. The result has worked out in a way beneficial to itself and also to its customers who were forced to see the light.

As hotel outfitters doing the job complete from basement to roof garden, the company naturally specialized on bar equipment. In this branch it sold great quantities of merchandise, not only to hotel bars, but to saloons.

When it saw the prohibition wave coming the company courageously told its trade about it and offered constructive suggestions on how the business emergency might be met. It even went so far in some states as to acquaint saloon owners with its view regarding the rapidly unfolding de-

velopments and to advise them to turn their places of business into lunchrooms or billiard parlors, with facilities for serving soft drinks.

The buffet man could not believe such a thing to be possible. In fact, Pick & Company stirred up considerable of a disturbance. But they knew they were right and the wisdom of their position has been abundantly shown. Everybody knows it now. It is the fellow who can know things in advance, however, who gains the most profit.

The company devoted some hard thought to the problem and decided that in the soda fountain and the popular-priced lunchroom lay the remedy for both the hotel and buffet man who should be forced to give up the dispensing of liquor. The idea was revolutionary. Prejudice had to be beaten down. But prejudice, like the Hun, goes fast after you get it fairly started.

HELP FOR THE HOTEL MAN WHEN HE NEEDS IT

When a state or county votes dry to take effect on a certain date Pick & Company promptly approach the hotel men and saloon owners on the subject of how they are going to utilize their soon-to-be-idle bar equipment. The hotel man is reminded that it is not at all necessary for him to allow the attractively constructed bar-room to go to waste. Why not put in a beautiful soda fountain and thus be in shape to use a good part of the furnishings and equipment the room already contains?

At first the hotel man is likely to regard the idea as simply preposterous. Then he begins to think. He wonders if it is really

true, after all, that a soda fountain with the proper kind of surroundings can do much toward taking the place of the bar as a social meeting place for the hotel's guests and others.

Pick's idea here is not based arbitrarily and exclusively upon the desire to sell goods. It has sound psychology behind it. Many a man who forms a part of a convivial party in a hotel or other kind of bar does so largely for reasons of sociability. He cares little or nothing for what he is drinking. If the drinks alone were all that he could get he would not be there. He likes to converse with his friends in free and easy atmosphere. Can he do this as well over temperance drinks and soda fountain products as over the real thing?

There is quite a distance between a Bronx cocktail and a nut fudge sundae or a loganberry highball. But greater distances have been bridged. As the hotel man considers the thing its apparent incongruity does not seem so forbidding.

In a number of instances—such as in the Planters Hotel of St. Louis—soda fountains have been put in and excellent results gained. The Planters, by the way, put its fountain in purely as a business proposition. St. Louis, as yet, is not dry.

The hotel man is offered expert service in the way of getting the fountain in operation. Then he is given detailed directions as to keeping it going so as to yield the maximum profit—which is high.

The advertising matter points out to the hotel that a hotel soda fountain can, by virtue of its location and the reputation of the hotel, gain a prestige and cater to a class of trade that would be the portion of no other.

THE WAY OUT, WITH DINING-ROOM PRICES SOARING

Another alternative for the hotel man whose community has gone dry is to put in a popular priced lunchroom. When Pick's proposed this they had quite a

lively fight in trying to get even friendly consideration for the idea. Hotel men declared such a move would cheapen their whole service and could not be considered for a moment.

But many lunchrooms went in to take the place of the bars. The result has been a much more profitable business than the bars ever yielded.

There is a real reason behind all this.

People everywhere feel a most emphatic resentment against the high prices the hotel dining-rooms and restaurants charge for their food. The fact that the hotels may not be to blame for the high prices does not make them any the more welcome. Hotel guests either have to pay fancy prices for their food or go to cheap lunchrooms, where they get indifferent service and worse food.

The Pick company had and has a strong selling point in this argument. The hotel man knows it is absolutely true. In fact the principle, although new, has become so firmly established that most of the new hotels of any size now make provision for popular-priced lunchrooms as prominent parts of their restaurant service. These are usually called coffeeshops. They serve the same quality of food as can be had in the other parts of the hotel, but have less service and less equipment. You may have to do your eating from a table that has no cloth, but that has something just as good or better—a 100 per cent clean sanitary and attractive vitrolite top. The service may not be so sufficient or so obsequious. But there are no tips to pay out and you have the privilege of hanging your hat and coat upon a rack without having to pay some tip-trust money it does not earn.

This luncheon idea is going big with the hotels. Pick's first suggested it as a substitute for the bar. Then came along the high cost of living, proving a strong ally to the advertising effort directed at the hotels.

Speaking of popular-priced eating accommodations in the hotel,

some hotels have gone so far as to establish cafeterias. The Planters Hotel of Chicago has converted its main dining-room into a cafeteria. It draws a class of trade that never under ordinary conditions would think of going to a cafeteria. The cafeteria being in a high-grade hotel necessarily must have a corresponding standing. This one has. The idea is bound to grow.

The lunchroom and soda-fountain proposition for the saloon men who are forced to quit business is working out well. The saloon man has a room upon which he is paying rent. He has a lot of equipment that can be used in a lunchroom or at a soda fountain. He wants something to do to make a living. He has a certain following in the community. The Chicago concern advises him to start a lunchroom with a soda fountain in connection. Or it can be a soda fountain with a billiard room in connection. Instances have been known even where saloons have combined all three of these in one.

The firm will put in the complete equipment for whatever is decided upon and give continuous service in the way of directions as to how to operate it at a profit.

Working along these lines, the firm has more than replaced the business it lost through the onward march of prohibition. In fact, prohibition has been a positive benefit to it because of the many advancements in various lines brought about by the hard thinking that prohibition caused.

MAKING THE SODA FOUNTAIN MORE PROFITABLE

One thing has been the intensive development of the soda fountain. The company's experts decided that the average person with a soda fountain—the druggist, the confectioner or the restaurant—was getting out of it only a fraction of profits it could pay. A soda fountain used to be regarded as something for the hot weather. Now it is an all-the-year-round proposition. It serves hot refreshments with as good

facilities as cold ones. Light lunches also are profitably sold from the fountain. There has been an amazing development in this particular that has brought additional profits to everybody concerned. It is a well known fact that the soda fountain's profits are remarkably large. Therefore making it bring these profits all the year instead of only during the warm months was something of an accomplishment.

Another interesting development in Pick's advertising brought about by prohibition was in behalf of candy. A resourceful advertising man got scientific backing for the statement that a man habitually addicted to the use of liquor could satisfy the craving in a measure through the use of sweets. If he could not get his liquor then the next thing he wanted was candy. Candy actually does in a considerable measure satisfy a man whose system cries out for booze.

With this fact as part of the advertising argument many hotels were sold on the proposition of having well-equipped candy counters in the lobby, perhaps adjacent to the cigar counter. The idea has worked splendidly.

"I am not prepared to say how prohibition has affected the brewers and distillers," said Frank G. Ball, manager of Pick's mail-order department. "But I do know that for other people it has worked out well."

"Hotel men expected a serious loss in revenue through giving up their bars. They thought this would tend to detract from the hotel's popularity and that thereby they would lose much business that the bars brought in indirectly. The popular-priced lunchroom in itself has more than met this objection. The lunchroom has brought people to the hotel who under ordinary circumstances never would enter it. It has brought a profit that otherwise would have gone elsewhere. Numerous hotel men have told me that they are making more money without the bars than they did with them. The whole proposi-

tion has been one simply of making intelligent use of logical opportunities."

The company's selling presents an unusual problem in that the firm sells goods to most widely diversified classes of customers. It caters to hotels large and small, to restaurants, lunchrooms and cafeterias. It sells to bars, bowling alleys and billiard halls and also to Y. M. C. A.s and churches. It sells dining-room equipment to railroads and yachts. It sells to clubs and to various kinds of institutions, penal and otherwise. The selling is done through a few high-grade traveling salesmen and to a large extent by mail.

The whole advertising proposition has to be thought through with the utmost care or the concern will be regarded as being something that it is not. For example, it has a distinctive line of glassware known as "No-Nik." You will probably see some of it next time you go to your club or to a hotel dining-room. This glassware represents a huge aggregate of business. Yet if Picks are not careful about the way they advertise it they are likely to be known as a glassware house, which they are not. They sell billiard-hall accessories. Hence the danger of being known as a billiard supply house. Similar considerations apply to many other lines.

The problem is met by having mail-order appeals separated.

There is one catalogue for hotels, restaurants, lunchrooms, cafeterias, clubs and so on. Another catalogue specializes on billiard-room accessories. Another is the "Soda Book" which is issued twice a year. There was a bar catalogue, but this is not in operation now for obvious reasons.

When the wartime merchandise crisis came on Picks had to face a real dilemma in the matter of sending out a catalogue. Manifestly it was out of the question to quote net guaranteed prices for six months or so in advance.

They hit upon the interesting expedient of sending out complete

catalogues containing pictures and descriptions of the merchandise, but naming no prices. With the catalogue was sent a price sheet in which each of the catalogue items was referred to by number and the price given.

At frequent intervals, whenever merchandise conditions rendered it necessary, other price sheets were mailed, bearing the same numbers of merchandise and quoting the new prices.

In this way the firm retained the advantages of a catalogue without being forced to the risky and altogether impossible task of guaranteeing prices for a long time in advance.

One of the unusual pieces of advertising matter this firm has put out of late is a catalogue entitled "Help the Government." It shows an amazing lot of labor-saving devices which the hotel and restaurant men can use in conserving coal, fuel, materials and labor.

The devices run all the way from a hot-blast range that burns its own smoke down to a new kind of broom, the handle of which you keep when the broom part is worn out and have a new broom filler put on when one is needed.

In the light of the present agitation to save paper one suggestion this special catalogue makes is especially apropos.

It suggests that the usual paper used in hotel noteheads is a 24-pound variety and that out of one and a half tons of it 400,000 hotel noteheads can be cut. The book suggests that 16-pound standard bond stock is just as usable and that a little less than a ton of this will yield 400,000 hotel noteheads.

Changes in Anderson Electric Co.

W. C. Anderson, for thirty years head of the Anderson Electric Company of Detroit and its predecessor, the Anderson Carriage Company, has resigned as president. M. S. Towsen, formerly general manager of the company's Cleveland plant, succeeds him. F. E. Price, formerly advertising manager, will devote his time to developing the sales division of the industrial electric truck department.



Banquet of United Business Men's Association, Philadelphia, Whose Membership Includes a Large Proportion of Retail Merchants

Philadelphia Merchants Know How to Handle Advertised Goods

In the end, the success or failure of an advertising campaign depends upon the retail storekeeper.

A retailer who doesn't "believe in advertising" or one who doesn't know how to push advertised goods for his own profit, is an obstacle. One who knows what advertising adds to a product's value and how to handle that product so as to sell the most of it, is the manufacturer's best partner.

Philadelphia retail merchants place a high value on advertised products. Many successful campaigns have trained them to work effectively with the manufacturer in distributing such products. That is why so many remarkable advertising successes have been scored in Philadelphia.

These merchants look to the PUBLIC LEDGER (Morning and Evening) for notification of coming campaigns. The manufacturer who wants their help in marketing a good advertised product can get it most quickly by employing the special facilities that the PUBLIC LEDGER (Morning and Evening) provides.

Are any of your goods sold in Canada?

If so—NOW is the time to CONSOLIDATE your position—not “after the war,” when the field will be contested by the products of the world.

If not—you should INVESTIGATE at once—for you can get this profitable business in Canada NOW—develop it—hold it—and have your business running smoothly in a comparatively short period. You will be firmly established in Canadian territory, ready to reap the results of tremendous expansion certain to follow the cessation of hostilities.

**Follow the Beaten Track of Advertising in Canada
Start a Campaign in these**

Daily Newspapers of Canada

Make an adequate appropriation for Canada Now—sufficient to place your advertising in these twenty-four publications.

Their combined circulation covers the nine provinces of the Dominion, and reaches from Victoria on the Pacific to Halifax on the Atlantic.

This circulation influences more than 2,000,000 people, the cream of the buying public—of the 5,000,000 English-speaking population of Canada.

Prepared by Smith, Denne & Moore, Ltd.

The
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Province
Halifax—

Province

St. John—

Province

Montrea

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Quebec—

Province

London—

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Ottawa—

Toronto—

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Province

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Province

Regina—

Saskato

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Province

Calgary—

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Edmonto

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Province

Vancouve

“

Victoria—



These twenty-four Daily Papers are not a "combination"—they are independent organizations, each a recognized leader in its locality. They constitute a list of mediums such as thorough knowledge of the ground and careful study would ultimately select.

Place	Paper	Circulation	Minimum Rate
Province of Nova Scotia			
Halifax—Population, 58,000	"Herald & Mail"	24,099	6c
Province of New Brunswick			
St. John—Population, 55,000	"Standard"	11,349	2c
Province of Quebec			
Montreal—Population, 650,000	"Gazette"	34,294	6½c
"	"Star"	110,820	8½c
Quebec—Population, 87,000	"Telegraph"	12,758	1½c
Province of Ontario			
London—Population, 58,000	"Advertiser"	30,641	5c
"	"Free Press"	35,913	5c
Ottawa—Population, 113,344	"Citizen"	18,291	6c
"	"Journal Dailies"	23,825	6c
Toronto—Population, 525,000	"Star"	92,594	8½c
"	"Telegram"	93,248	8½c
Province of Manitoba			
Winnipeg—Population, 200,000	"Free Press"	75,391	9c
"	"Tribune"	32,252	5½c
Province of Saskatchewan			
Regina—Population, 30,000	"Leader"	18,199	4c
Saskatoon—Population, 25,000	"Phoenix"	8,657	3½c
"	"Star"	18,035	4½c
Province of Alberta			
Calgary—Population, 65,000	"Albertan"	14,894	4c
"	"Herald"	17,446	5c
Edmonton—Population, 55,000	"Bulletin"	11,727	4c
"	"Journal"	17,037	4c
Province of British Columbia			
Vancouver—Population, 160,000	"Province"	43,894	6c
"	"Sun"	20,557	5½c
Victoria—Population, 45,000	"Colonist"	11,735	4c



Advertising Agency, Toronto and Montreal

Reconstruction of Industries After the War Topic of Business Papers Convention

Some of the Problems That Manufacturers Have to Face and Suggestions for Their Solution Presented by Members

THE reconstruction of business after the war was the subject that dominated the thirteenth annual convention of the Associated Business Papers held at the Hotel Astor, New York, on Monday and Tuesday, Oct. 21 and 22. Other topics came up for discussion during the several sessions held but they were subordinate to it. President Arthur J. Baldwin made it the theme of his annual address. Samuel O. Dunn, editor of *Railway Age*, devoted much attention to it in his paper on "Government Industrial Control," and Harry Tipper, of *Automotive Industries*, discussed some of its phases in his talk on "After the War Problems."

President Baldwin, after a somewhat extended consideration of the general physical aspects of the war, went on to describe the effect it had had upon the industries of the country. One of the most serious was the shortage of labor which was bound to continue until the end of the war. Contractors complain that the help they do get is inefficient and that, on the whole, the expense of turning out work is 100 per cent more than it was four years ago. Five million men in the field means twenty million at home engaged in manufacture of munitions and supplies. What is to become of the thousands of people who, when the production of war materials ceases, are thrown out of employment? asked Mr. Baldwin. What will become of the swollen populations of cities like Bridgeport and Newark? What will become of the great quantities of machine tools and other materials? We are the bankers of the world and it will be our duty to finance the building of rail-

roads in Russia and South America. The problem of reconstruction are staggering and call for the exercise of all the ability and wisdom we have.

Mr. Baldwin recommended that the office of the Association be removed to Washington, at least for the period of the war, and that the organization commit itself to the support of a two-zone system—one embracing all of the country east of the Mississippi and the other all the country west of that river.

Mr. Dunn said that the taking over of the railroads, the telephone and telegraph companies for the period of the war would have its effect on the question of public ownership of these properties when peace comes. One thing is certain, business is going to be carried on differently in the future. Old conditions will not obtain. The tendency of the restrictions that have been placed upon industry as a war measure has been to curtail the volume of advertising. The centralization of control has removed railroad competition, and this, in turn, has made extensive advertising to secure business unnecessary in the eyes of the Government officials.

Mr. Dunn urged the publishers to oppose Government-ownership after the war. One of the regrettable things in the taking over of the railroads was the disruption of many of the operating organizations. He contended that the Government control of industries, except as a war measure, was inadvisable because uneconomic. He said that some of the large manufacturers were putting aside a surplus to take care of their business during reconstruction. He knew of several concerns that had

laid out extensive advertising campaigns, even going so far as to prepare the copy, booklets, and other matter, which is to be released as soon as the Kaiser and his horde of Huns are beaten. He was confident that American industries would enjoy an unusual volume of prosperity when that day arrives.

Harry Tipper in discussing "After the War Problems," said that industry had not taken a sufficient interest in politics and that in the future it would have to change its attitude. An end should be put, he declared, to the continual nagging to which the industries are subjected by Congress. Unnecessary and harmful restrictions have hindered their growth. One of the things connected with the war that is significant is the growing importance of the retailer. He is more independent, and perhaps, more aggressive. He is going to demand more and better information about the goods offered him, and unless he gets it he will refuse to purchase them.

At the Monday afternoon session, H. E. Cleland, of the McGraw-Hill Co., Inc., gave an address on "Maintaining Business During the War." Mr. Cleland said that some of the main purposes of advertising during the war are: 1. To create good will for the firm and its products. 2. To stabilize business. 3. To keep distributors in line, and 4. To keep the industry keyed up to its possibilities.

S. H. Ditchett, editor of the *Dry Goods Economist*, spoke on the "Limitations in Sizes, Styles and Varieties of Products—Its Effects Upon Business and Business Papers." In the absence of James H. Stone, editor of the *Shoe Retailer*, of Boston, his paper on "The Changing Retail Conditions and Their Effects on Business Papers" was read by M. C. Robbins, of *Gas Age*.

The annual meeting of the New York Business Publishers' Association, Inc., will be held at the office of the United Publishers' Corporation at four o'clock on the afternoon of October 28.

New York Business Papers Oversubscribe Loan Quota

THE Business Press Division, in its Fourth Liberty Loan Drive, went well "over the top" in the final hours of the campaign. The Division had a quota of \$1,000,000 and the latest tabulation, which is not final, shows that bonds amounting to \$1,114,450 were sold by the committee. These figures, it is stated, would have been increased by approximately 50 per cent had it not been for the fact that numbers of publishers placed subscriptions through the industrial division represented by their paper rather than through the Business Press Division. The quota was double the amount set in the Third Liberty Loan campaign.

Toward the end of the drive, a number of committeemen banded together to call on "tough" prospects who had previously turned down individual salesmen or who had not subscribed according to their ability. In one day as a result of this team work, \$185,000 was subscribed.

Henry Lee, vice-president of the Simmons-Boardman Publishing Company, was chairman of the committee for the Business Press Division. Assisting him were the following:

J. H. Bragdon, *Textile World Journal*; J. H. Bryan, Simmons-Boardman publications; E. J. Buttenheim, *American City*; A. C. Carruthers, *Safety Engineering*; H. D. Chapman, *American Exporter*; H. C. Daych, *Chemical Engineer*; J. T. Emery, *Advertising and Selling with the Advertising News*; G. H. Griffiths, *Hardware Age*; J. M. Haskell, *Merchants' Trade Journal*; H. C. Jones, *PRINTERS' INK*; S. C. Koch, Simmons-Boardman publications; A. V. Leslie, *Textile World Journal*; J. T. Rockwell, McGraw-Hill publications; C. H. Tyler, *Textile World Journal*; Tom Walden, *Walden's Stationer*; H. B. Williams, *PRINTERS' INK*, and C. B. Lichtenstein, *Telephone Red Book*.

It's in the Blood



This page reproduced by permission from the *New York Times*.

There is immediate and urgent need for every able man you know. You are only breathing, not giving your money. Your money will buy victory. Buy your Liberty Loan now, with interest at 4½%.
THE TIME TO ACT IS NOW!

America's Arms have never known defeat. America's flag has never been hauled down. From Paul Jones' immortal answer: "We have just begun to fight" to Pershing's greeting, "Lafayette, we are here," America's spirit in the fight has ever been the same.

Today we have an army over seas, a navy cleared for action. In the veins of our brave boys runs the same red blood that has written Liberty and Justice across the pages

of history. Their spirit is our spirit, and we will back up with Bonds what they are doing with bayonet, gun and hand grenade.

Send them that message of your support! Tell them with an overwhelming subscription to this Fourth Liberty Loan that American blood runs red in YOUR veins, too! Buy with your cash and buy on installments every bond you can possibly pay for in the weeks ahead.

We have pledged
to honor all pre-
arranged commitments in the

LIBERTY

This page reproduced by permission from the *New York Times*.

LIBERTY LOAN COMMITTEE, THIRD FEDERAL RESERVE DISTRICT, LINCOLN BUILDING, PHILADELPHIA

Rising to an emergency.....! Some sixty full page drawings, two of which in reduced form, are shown herewith, were produced by this organization for The Liberty Loan Committee

T H E E T H R I D G S

Consumers Building
CHICAGO

25 East 26th St.
NEW YORK

F



Leave No Tree in France Standing!

(German Official Edict)

Wherever the Hun has gone, there he has left wanton, needless, desolation. Towns and villages have been sacked and burned, cathedrals destroyed, even the unoffending trees felled to earth in a diabolic purpose to create a desert where the labor of centuries had made the land to smile. This is not war, but the hellish instinct of barbaric vandalism!

We have pledged our men, our money, and our resources to overwhelm this ruthless force that hates all progress other than its own. Come forward, America, with your support! Enlist every dollar you can save and spare to this supremely necessary end! No man has done his duty who has not bought all the Liberty Bonds he has the cash to pay for and all he can pay for in installments in the months to come.

This space contributed by private funds from Philadelphia.

LIBERTY LOAN COMMITTEE, THIRD FEDERAL RESERVE DISTRICT
LINCOLN BUILDING, PHILADELPHIA

There is immediate and urgent need for every dollar you can spare. You are only lending, not giving away. Your Government guarantees the principal and interest will be repaid at 4%.

THE TIME TO ACT IS NOW

of Philadelphia. They represent many different techniques. That this patriotic commission was "put through" in an incredibly short space of time, adds to the interest of the series.

S S O C I A T I O N
F A R T I S T S

Advertising Substituted for Gasless Sundays

Fuel Administration Embarks on Ambitious Campaign

COPY with a "Don't Waste Gasoline" motif appearing during the past week in liberal newspaper space paid for by the Autocar Company of Ardmore, Pa., constitutes the first gun in a new advertising drive sponsored by the United States Fuel Administration. Invitations will be extended to all manufacturers of automobiles, trucks and motor-cycles who are now buying advertising space—and also to the oil companies—to give a portion of their space for the good of the cause. If any other advertisers are disposed to donate space, even though it be only a line, it will be thankfully received, but the Administration does not feel like putting the proposition up to them as a request, such as can more consistently be made of advertisers who stand to benefit by gasoline conservation on the part of the public.

This new advertising campaign, the plans for which are yet in process of evolution, is the direct sequel of the abolition of the "gasolineless Sunday." Fuel Administration officials say frankly that they do not like the idea of imposing arbitrary restrictions upon users of motor vehicles. They are hopeful that an advertising campaign will sell the motoring public on economy and voluntary self-denial and accomplish all that might be obtained by a continued prohibition of Sunday motoring.

That the Fuel Administration advertising—not only the "Save Gasoline" version but other branches as well—promises to take on a new aspect may be explained in part at least by the fact that the Fuel Administration now has an "advertising manager," though he may not wear that title. He is Frank H. Birch, president of the Criterion Advertising Company, of New York, and treasurer and general manager of the F. H.

Birch Company, of Boston. Mr. Birch found a desk at Washington a few days ago as a dollar-a-year volunteer, and is already at work on some pretty big plans, including a \$250,000 magazine campaign that will start in the November and December issues of national monthlies that have donated space through the Division of Advertising. The copy used will endeavor to link up the fuel question more closely than ever with the idea of military victory.

The new advertising director at the Fuel Administration has enlisted General Pershing as a copy writer for one of his coal advertisements but the idea in the gasoline conservation campaign is to let every subscriber prepare his own copy, as the Autocar Company did.

It is admitted, however, that the Fuel Administration is strongly in sympathy with the idea played up in the Autocar copy that voluntary economy by patriotic owners and drivers will stave off official restrictions that might prove irksome to many persons. The Fuel Administration may even go so far, it is intimated to PRINTERS' INK, as to suggest the advertising exploitation of a plan of voluntary rationing in lieu of the scheme of compulsory rationing that was advocated by some persons as a substitute for the gasolineless Sundays. If this idea is carried out the experts at Washwill work out on a scientific basis, for use in the advertising copy, the proportion or percentage of normal consumption to which each car owner should "ration" himself in order that all car owners may make both ends meet during the war pinch. Copy is also in prospect that will emphasize the importance of the correct operation of motor cars in order to obtain the last ounce of power out of each gallon of gasoline.

AMERICAN EXPORTER

is carrying the largest number of advertisers of any trade or class journal published in the world, with one exception—Iron Age. Our number is 875.

We do not accept any concern as an advertiser whose business practices are questionable.

Why not write us for sample copies of our English, French, Portuguese and Spanish editions?

AMERICAN EXPORTER
17 Battery Place, New York
Member Audit Bureau of Circulations

CROWDED OUT

FREQUENTLY it is necessary to exclude advertisements from The New York Times owing to pressure on space.

<i>October</i>	<i>Lines Omitted</i>	<i>Columns Omitted</i>	<i>Columns Published</i>
8 Tuesday	9,472	32	99
9 Wednesday	7,400	25	113
10 Thursday	21,016	71	112
11 Friday	14,208	48	116
15 Tuesday	12,432	42	106
16 Wednesday	11,544	39	110
17 Thursday	15,392	52	109
18 Friday	11,840	40	109
19 Saturday	2,960	10	114
21 Monday	2,368	8	117
22 Tuesday	4,736	16	106

This condition forces upon The Times careful discrimination in the assignment of space.

Therefore, preference is given to advertisements having news value, and to those for which copy, including matrices, cuts or drawings, for the daily edition, is delivered before 5 P. M. on the day previous to publication, and to those for the Sunday edition for which finally approved copy is delivered before Friday night.

Orders for the insertion of advertisements of a general character should specify the date on which insertion is desired and so far as possible should include the words "or first available day."

The New York Times

THE ONLY ONE OVER THE TOP

The New York Times is the only New York morning newspaper to report an increase of average circulation, Daily and Sunday, in the year ended September 30, 1918, notwithstanding the advance from one to two cents.

Circulation of New York Morning Newspapers

(Average daily and Sunday, as officially reported to the Federal Government)

	Average for 6 Months ended October 1, 1918	Average for 6 Months ended October 1, 1917	Gain or Loss In One Year
TIMES . . .	368,492	357,225	+11,267
Tribune . . .	89,478	100,551	-11,073
Herald . . .	108,972	130,209	-21,237
Sun	117,807	141,758	-23,951
World.	346,312	407,308	-60,996
American. . .	384,414	451,799	-67,385

Circulation of The New York Times Up to Date:

<u>Six months ended Oct. 1, 1918,</u> (Average, daily and Sunday,)	368,492
<u>Month ended Sept. 30, 1918,</u> (Average, daily and Sunday,)	389,037
<u>Week ended Oct. 6, 1918,</u> (Average, daily and Sunday,)	393,315
<u>Week ended Oct. 13, 1918,</u> (Average, daily and Sunday,)	395,852
<u>Week ended Oct. 20, 1918,</u> (Average, daily and Sunday)	406,021

Selling the House-Organ Idea to the Organization

Who Wants to Crack a Tough Nut by Telling How It Can Be Done?

SPLITDORF ELECTRICAL COMPANY
NEWARK, N. J., Sept. 14, 1918.

Editor of PRINTERS' INK:

You have been running a list of house-organs of the United States, and I wish you would send me copies of PRINTERS' INK, containing the first and second instalments, together with bill for same. I am thinking of starting an organ for the Splitdorf Electrical Company.

Where can I get some information, and how can I best present to the executive heads here the reasons for a house-organ?

H. R. VAN DEWATER,
Director of Publicity.

HOW can the house-organ idea be sold to the organization? Here we have one of the perennial problems of the advertising manager, which has as its little sisters and brothers the problems of: How can I show the house the value of my trade-paper campaign? How can I make the boss enthusiastic about my magazine advertising? What magic dope can I administer to the board of directors so that they will sob with joy at the privilege of O.K.-ing the direct mail appropriation?—and so on. The man who could devise a rough and ready answer to these questions, guaranteed to work anywhere and any time, would be entitled to feel that he had done a real day's work.

Nearly every general article on the subject of house-organs which has appeared in PRINTERS' INK (and the titles alone on the list for recent years occupy some twelve typewritten pages) has had something to say about this question of selling the idea to the house. Of course, once a house-organ is successfully launched, it may be depended on, if edited tactfully, to sell itself as it goes along. Getting permission to print the first issue is the part which puts the silver in the advertising man's curly locks. Sometimes a very complete dummy prepared by the printer will

help to visualize the possibilities of the idea. Nowadays we are too subtle to include a photograph of the "old man" on the front cover, but it has been done! In fact, there is sometimes much wisdom needed to know whom to invite to contribute to the first number, and whom to leave out!

Speaking seriously, one of the best arguments is to tell the record of achievement made in another organization—especially a competitor or a house in a somewhat similar line of business. A few letters of inquiry among editors of such house-organs, asking for testimony on the value of the idea, should produce some worth-while evidence of a concrete sort.

Incidentally, of course, at the present moment any business house planning to start a new house-organ would be well advised to make sure before undertaking the publication, that it is on a thoroughly solid basis of understanding with the Pulp and Paper Conservation Section of the War Industries Board. Not only is a general reduction of 25 per cent demanded in the paper used for existing house-organs, but the Section looks with decided coldness upon the establishment of new house-organs which are not specifically of value in disseminating real information and as a substitute for man power. The attitude of Mr. Donnelley, chief of the Pulp and Paper Conservation section, on this subject, is clearly set forth in the article on page 121 of PRINTERS' INK for Oct. 17, 1918.—[Ed. PRINTERS' INK.]

Maas Leaves Paul Block, Inc.

Nathan R. Maas has resigned as secretary of Paul Block, Inc., New York, to become associated with the Auto Strop Safety Razor Company of the same city, as advertising manager and assistant to the president. Mr. Maas was associated with the Block organization for twelve years.



RELY ON THE LABEL



IN the eighteenth century, Bristol Board, named after the English city—or *papier de Rouen*, after the French city—was made by pasting sheets of hand-made paper together, two by two, and piling them into a hand press. The boards thus made were hung in a loft and, during this slow drying process, taken down from time to time for further pressing.

In the twentieth century, the carefully prepared pulp flows through a cylinder paper machine and comes out a beautiful sheet.

DOVE MILL BRISTOL

George W. Wheelwright Paper Co.
BOSTON, MASSACHUSETTS



Reap the Harvest from "OUR FARM"

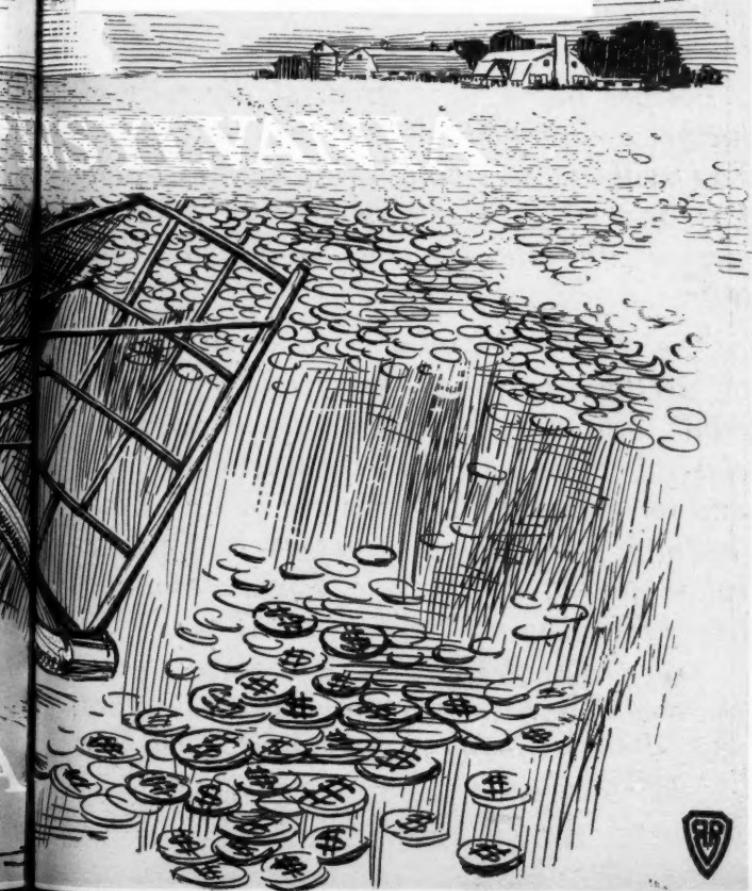
"Our Farm" is a plentiful territory for the development of business. Located in three states, Ohio, West Virginia and Pennsylvania, it is peopled in the aggregate by an audience characterized by progress, intelligence, wealth and responsibility.

The National Stockman and Farmer is a definite, constructive factor in the social and business life of this prolific field.

"Our Farm" an interesting summary of our *quality* circulation (in booklet form) is yours for the asking.

The National Stockman and Farmer **Pittsburgh, Pa.**

MEMBER ASSOCIATED FARM PAPERS



A Wonderful Community--- A Remarkable Paper

Zanesville, Ohio, and her surrounding Trading Territory, have an estimated population of 100,000 people or 22,500 families.

These 22,500 families have over 45,000 savings accounts in the banks of Zanesville and contiguous industrial towns—or an average of two savings accounts to each family.

Besides having the greatest diversity of factories of any city of its size in the country Zanesville is surrounded by limitless coal, gas and oil fields which produce a steady stream of gold for the land-owner, the operator and the laborer.

The Times Recorder with a circulation of 20,000 reaching nearly every worth while family in this community is used exclusively by a majority of advertisers, local and foreign combined, the use of any other medium being an unnecessary and wasteful duplication in these days when economy and patriotism go hand in hand.

The Times Recorder is represented in the National Advertising field by Robert E. Ward, 225 Fifth Ave., New York and Mallers Building, Chicago.

The Publicity Campaign of the United States in South America

The German Propaganda of Lies and Distortions Met with a Smashing Barrage of News Telegraphed to All the South American Capitals

By Lieut. F. E. Ackerman, U. S. N. R.

Director of the Division of South American Affairs of the Committee on Public Information

THERE never was a time more appropriate for the development of closer relations between the United States and the republics of South America. For the first time, almost without exception, these republics are viewing the United States with a normal vision. They no longer regard us as some strange people, greedy and lacking national courage. Since the outbreak of the war, and particularly since we entered it, South America has been getting into direct contact with us, something she never did before.

Previously she obtained her ideas regarding our business ethics from the Germans, whose system of propaganda did not fail to take into consideration the fact that we might interfere with her determined programme to possess South America. Her news and views of the United States were strained through three or four interested sources before they finally reached the public. The net result was that a perverted picture of the United States and of the North American was drawn for South America. We were regarded as a greedy, vain and corrupt people, whose sole pursuit was riches and whose main desire was the absorption of the continent to the south of us. The spectre of the imperialistic "Yanqui" has been kept before the South American for twenty-five years by Germany in her effort to destroy the Monroe Doctrine and the barrier which that doctrine erected against her greed.

And then came the war. South

Speech (October 15) before the Export Division of the New York Advertising Club.

America found herself suddenly forced to look to this country as a base of supply. After a few unfortunate experiences her merchants discovered that our products were as good or better than those they had been buying in Europe, and that our business ethics were straightforward and honest.

We must advertise ourselves as a nation. We must combat actively the warfare that is being directed against us by the interests which resent our relations with a continent which they have long held as their own. The Germans have by no means quit South America. Their banks and their interlocking commercial institutions are still doing business, and they are preparing feverishly to meet the demands which the end of the war will bring. Their propaganda system is flourishing in South America as it flourished in the United States during the first three years of the great war. It is just as complex and thorough, and recently has been intensified with the United States as the particular target.

It was for the purpose of organizing machinery with which to combat this propaganda that I recently spent seven and a half months in Brazil, Uruguay, Argentine, Paraguay, Chile, Peru, Bolivia and Ecuador, and I would like to explain just what machinery was effected, and just what German propaganda it is opposing.

When I arrived in South America last February I found that since the outbreak of the war the nations of the entente Allies and the Germans had both been conducting vigorous propaganda cam-

paigns everywhere. For four years the people of these neutral countries had been argued at from both sides, through every known medium. Books had been issued, arguments and accusations and counter-accusations made, until the people, though not war weary, appeared to be somewhat propaganda weary.

My instructions from Mr. Creel had been brief but explicit. I was told to arrange some educational system by which South America could hear regularly and completely America's story. I was told that I would be furnished with wireless and cable news, with photographs and moving pictures, and in fact, with every publicity medium which I believed essential. First and last, it was to be remembered that what we wanted to tell the South Americans was the truth. After we had done that they could form their own opinions.

Before explaining the system which I finally worked out and installed in the capitals of the South American republics, I would like to say something about German propaganda there. As everywhere else, German propaganda in South America is two-edged. It has one division for deceiving the people and another division which endeavors to interfere with the interior politics of the country.

GERMANY'S CAMPAIGN EMANATES FROM BUENOS AIRES

The press campaign is conducted from Buenos Aires, where Emilio Tjarks, owner of *La Union* and the *Deutsche La Plata Zeitung*, is head of the German publicity system. The *Zeitung*, printed in German, is the official mouthpiece of the German government and the organ of the pan-Germanists. *La Union*, an afternoon newspaper printed in the Spanish language, is the organ for disseminating false reports about Germany and German military successes. *La Union* now has about 15,000 circulation and it is distributed both through regular circulation and in bun-

dles of from 500 to 1,000, which are sent out to German commercial houses all over the Argentine, Uruguay and Paraguay. These houses further distribute these newspapers, thus managing to achieve for *La Union* a circulation and a value far beyond its deserts.

In connection with *La Union*, a press association formed a year ago under the title of "Prensa Asociada" is maintained in Buenos Aires with offices in Santiago and Lima. Its letterhead advertises the fact that it has offices in every part of the world, and it sells a world-wide press service at a cost which does not even meet the interior telegraphic tolls. The name Prensa Asociada was adopted so as to deceive the public into believing the organization was the Associated Press. Its claim of offices in world capitals—and, by the way, it still calls Petrograd St. Petersburg—is entirely false—as false as the news it sends out. This news is rewritten with a German angle from *La Prensa* and *La Nacion*, great newspapers which receive full cable news reports. Prensa Asociada has but few subscribers, but it is extending its offices and facilities, for it is part of the great German press system, which extends throughout the world and which is waiting until after the war to begin a concerted campaign to rehabilitate Germany in the eyes of the world.

In addition to this press association, Tjarks sends out daily under his own name a news report that goes to German merchants in the remotest parts of South America. These news reports are posted up in clubs and in stores and, until recently, furnished in many cases the sole news reports which reached these sections. In Chile the Germans have newspapers which they own or which are subsidized, and these newspapers are widely circulated, through the German commercial houses, thus making them more effective than their contents or make-up warrants.

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There is in each country in South America a "Volksbund," an association of Germans organized for political purposes. In Chile this organization has its own list of candidates known to be friendly to Germany and it wages an active political war on all opposed to it. In Chile and the Argentine German clergy are active in churches and schools, and recently German educators met in the Argentine and gravely discussed the formation of a series of schools for Argentine youth which would inculcate them with "Germanism." These schools were to have a special division for sons of Germans in the Argentine, which would teach them more of the holy German spirit. The expenses of this variegated attempt to distort public opinion are borne by a series of graduated taxes, paid by the German merchants. In fact, all Germans are taxed—and all apparently pay willingly.

In inaugurating our educational work, the Committee on Public Information everywhere adopted a policy of absolute frankness and honesty, which has proven one of its greatest assets. Offices were established in Rio de Janeiro, Buenos Aires, Santiago and in Lima, Peru. There are three bases of operation out of each office; these are the distribution of daily wireless and cable news reports, the distribution of cuts, mats and photographs and accompanying explanatory mail stories, and the routing of motion pictures. The wireless and cable service is sent out from New York every day and comprises a complete news service with particular reference to all the activities of the United States. This service is translated into Spanish at each of our offices in the capitals of the countries and is then placed on the telegraph wires and sent to the remotest parts of South America. There is hardly a daily newspaper at the end of a telegraph line in any of the countries I have just mentioned that does not receive daily a direct and carefully edited news

service from the United States. In addition these same newspapers receive daily cuts, mats or photographs, according to their needs and specially chosen articles descriptive of activities in the United States.

This same service is extended to the periodical publications. Articles of timely topical interest on commerce, finance, engineering—even religion—are supplied the magazines of South America regularly.

PHOTOGRAPHY HELPS

There is maintained in Argentina, Uruguay, Paraguay, Chile, Peru, Bolivia and Ecuador a circuit of war photographs. These photographs are mounted on easels containing twelve to fifteen photographs, and they are displayed as regular attractions, particularly in the remote places where the moving picture does not penetrate. The distribution has been so worked out that these pictures are changed once a week and, in many instances, form the main attraction of the hamlet. A pictorial service is also maintained. This pictorial service consists of particularly striking photographs enlarged to about 12 x 18, bearing a printed explanatory caption in large letters. It is similar to the weekly illustrated news service which is used as an advertising medium in this country.

Pershing's Crusaders, America's Answer and a weekly Allied War Review are being routed over the continent. Men specially trained in motion-picture distribution and advertising have been sent to South America to supervise this work.

There is hardly a letter written by any American firm in the Argentine, Chile or in Peru which does not carry in it as an enclosure some war literature. This literature is carefully chosen and edited because of its timeliness and it is changed monthly so that the enclosures do not duplicate themselves. These enclosures are not argumentative. They are plain statements of fact.

A system of distributing our more ambitious booklets and pamphlets, including all of the speeches by the President and by the members of the Cabinet, has been worked out. All of the revelations of German duplicity which have occurred in the United States have been printed and circulated in South America. Every important war speech made by President Wilson has been sent in full by cable to South America, carefully translated and then retelegraphed to every part of the continent. Hundreds of thousands of copies of them have been sent out in pamphlet form.

The Committee on Public Information sends daily by cable and by wireless a complete resume of the activities of all the American forces on the Allied fronts, which are sent directly by its own correspondents in Europe. General March's weekly review is telegraphed in full to the remotest hamlets in South America.

The closest relations have been maintained with editors from the beginning. All of our cable despatches and other communications are sent out on official forms. We receive daily at all of our South American offices queries for special articles on diverse topics. When they are not on hand they are cabled for.

In all the activities of the Committee in South America and elsewhere for that matter, one distinct formula has been laid down and adhered to—that is to tell the facts, simply, plainly, honestly.

We want South America to know us better, but we are determined that that knowledge and friendship shall be based on a mutual confidence built on the foundation of truth.

Acting independently of the Committee, North American Press Associations have entered South America and they are furnishing many of the great newspapers of that continent with a world news service. They are sending back to the United States competent and unbiased news reports of events transpiring in South America. The net result of all

this activity has been to bring the United States and South America closer together than they have been at any time previously.

The manner in which we threw our every resource into the war, and, above all, the magnificent and sympathetic utterances of President Wilson, have created an impression in South America that cannot be overestimated. The feeling of contempt and fear which had been fostered in them through years of carefully manipulated German propaganda has been replaced by a feeling of admiration and sympathy. South Americans want to be closer to us commercially and politically. I believe that the foundation for a most successful relationship has been laid.

Shave Yourself—Buy a Bond

When the first "thrift" copy began to appear for the fourth Canadian war loan the Gillette Safety Razor Company of Canada came out with a thrift advertisement suggesting a means by which money could be saved for loan investment:

"Thrift is enforced in the use of many things to-day, such as flour, sugar and coal, by the simple expedient of limiting the amount one may buy.

"But thousands of extravagant habits flourish unchecked, and these are contributory hindrances to an early peace. Such habits are accomplices of the Kaiser."

"For instance, there is no excuse for a man hiring another man to shave him. It wastes time, money and vital labor. You can shave yourself better with a Gillette Safety Razor in five minutes.

"Buy a Gillette and wipe out the dollar a week expense. At the end of a year you have saved practically \$52.

"With such saving you can buy a \$50 War Bond (the purchase of which enables the Government to produce 15,000 cartridges), and you still have the finest razor in the world, good for an unlimited number of inimitable daily shaves—shaves that leave the skin perfectly smooth. The touch of the Gillette is thoroughly agreeable to the most tender skin.

"Thrift will help to win the war. Gillette Razors are doing their share—at home and at the front."

Miss Donath's New Position

Miss I. I. Donath, formerly advertising manager of L. W. Sweet & Co., New York, has been appointed mail-order promoter and advertising manager of B. Gutter & Sons, also of New York, jewelers and diamond merchants.

DAILY PLAIN DEALER

At 2c

MAKES BIG GAIN!

(Federal Statement)

Oct. 1, 1917

165,524

Oct. 1, 1918

182,552

A Gain of 17,028

During the same period Cleveland's leading *evening* paper LOST 10,479 and the second evening paper gained 4,606.

IN FIVE YEARS

—1913 to 1918—the Daily Plain Dealer gained 66,933 copies, which is 19,124 MORE than the combined increase of BOTH of Cleveland's *evening* papers.

Average for September, 1918

DAILY, 182,033 SUNDAY, 207,984

The Plain Dealer
First Newspaper of Cleveland. Sixth City

Eastern Representative
JOHN WOODWARD
Times Bldg., New York City

Western Representative
JOHN GLASS
Peoples Gas Bldg., Chicago

CRUMBS

GERMANY'S position in Russia appears to have reached a crisis like that of the man who took the bear by the tail and hadn't strength to hold on but didn't dare to let go. Russian farmers are resisting the efforts of the Germans and Bolsheviks to get possession of their crops.

* * *

More than a million of COMFORT's farmer subscribers have been working overtime to harvest their grain and cotton crops for Uncle Sam's use.

* * *

COMFORT's army of rural readers are buying Liberty Bonds and W.S.S. and now, since the harvest, have time to read ads and the money and will to patronize advertisers.

* * *

The German hyena gloated over his work of destruction as he prowled among the ruins of devastated France last summer and thanked God that the Fatherland had been spared the horrors of invasion, but the dread of it is looming big to him now.



New York
WALTER H.

COMFORT

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COMFORT readers are loyal, optimistic and prosperous in producing the food to win the war.

* * *

The British lion's successful Turkey drive on the plain of Armageddon, in Palestine, was timely for the Allies' Thanksgiving.

* * *

COMFORT subscribers are marketing turkeys, geese, ducks and chickens for the nation's Thanksgiving feast.

* * *

Thanksgiving will find less absentees from the family circle on the farms than in other homes. Farming is the basic war industry and it requires the combined services of the entire family.

* * *

COMFORT reaches the greatest number of prosperous Farm Homes of any paper in America and it is there that advertisers will find more stability than in any other class in the community.



W. H. GANNETT, Pub., Inc.,

Augusta, Maine

New York Office: 1628 Madison Hall
WALTER R. JENKINS, Jr., Representative

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

"And, after all, it is style alone
by which posterity will judge
of a great work."

—ISAAC DISRAELI.

THAT IS IT—STYLE ALONE—any ordinary man may print, but if you want a *great work*, that will go down to posterity and be useful and profitable in the present, we invite you to see the most complete up-to-date printing establishment, occupying nearly two acres in the Printing Crafts Building, Eighth Avenue, Thirty-third to Thirty-fourth Street, New York City.

The greatest power on earth is the printing and publishing of splendid literature, and especially does our government and others use it to put across Liberty Loans and Red Cross Drives. It is the power that moves the world, and you want the best.

CHARLES FRANCIS PRESS

Printing and Binding

PRINTING CRAFTS BUILDING - NEW YORK

Phone 3210 Greeley

Cutting Out the Extras in Selling

Necessity Brings About Another Worth-While Reform

IN selling, says the War Industries Board, "extras" should be cut out or frankly treated as extras. This, in effect, is the principle laid down as a means of war-time economy, but it is by no means certain that it will not exert lasting influence. If the public is educated in the war period not to expect the inclusion of a poker or a shovel with the purchase of a stove or range, it is plausible that the same public may never again have the same insistence, when purchasing a piano, for a "thrown-in" in the guise of a bench or roll-cabinet, nor expect a dozen blades as a perquisite of a safety razor purchase.

The disposition to discourage the donation of "extras" as good measure in selling is the latest addition to the code of merchandising ethics that the War Industries Board is endeavoring to establish. It should not be confused with the parallel effort of earlier origin to persuade manufacturers to eliminate superfluous, slow-selling lines, styles and models. That movement likewise constitutes a cutting out of extras, but it is an entirely different sort of extras from those aimed at in the latest reform. In the one case the aim is to disregard the whims of the insignificant proportion of buyers who have preferred left-hand plows or sixteen-inch gloves, but who have stood ready to pay for indulgence of their peculiarities. In the other case the insistence is for an abandonment of a something-for-nothing policy that has no better justification than accepted trade custom or competitive endeavor.

In a way, the present appeal wherein certain manufacturers are besought to cut out the use of "extras" as inducements in selling via retailers is on all fours with the pressure that is being brought to bear upon retail merchants to treat delivery service,

deferred payments, etc., as "extras," to be paid for over and above the basic price of the commodity involved. The Conservation Division of the War Industries Board has for some time past sought to bring the storekeepers of the nation to the point where instead of pricing goods on a basis that permits installment selling, special delivery, liberal exchange, etc., they will peg prices at the cash-and-carry notch and will make appropriate charges for any concessions from that standard. Now attention is being turned to manufacturers with somewhat the same objective.

FALSE PRACTICES IN SELLING GIVES WAY

At Washington they will tell you that the omnipotent consideration of saving iron and steel has been the motive in the issuance of such summons as that to the manufacturers of furnaces henceforth to furnish only as "extras" such accessories as scrapers, draft regulators, chains, etc., and that by which manufacturers of kerosene cooking stoves are admonished no longer to give good measure in the form of splasher backs, removable drip pans, etc. In the background, however, there is the conviction that it is the part of sound business as well as of conservation of material to make no customer pay for what he does not really want. The feeling of the trade experts who have studied this whole question for the War Industries Board is that the ultimate consumer who wants what must be accounted "extras" is usually willing to pay for the adjuncts as such. Such is human nature, indeed, that the customer who finds his pleasure in outfitting as some women do in shopping may actually prefer to make supplementary purchases, as in the case of the Ford owner with a weakness for accessories. On

the other hand, the forcing of "extras" on customers who do not want them is held to be sheer waste and conducive to unhealthy merchandising standards.

Some of the "extras" that have figured in transactions between manufacturers and retailers are likewise to be discouraged. Not content with condemning the waste represented by the use of dummy boxes, etc., Chairman Baruch, of the War Industries Board, has served notice upon the manufacturers of leather gloves and mittens that in boxing their goods they must henceforth dispense with all false bottoms, centre and end blocks and dividing cardboards and must use side bands only when necessary to preserve the merchandise from injury.

The movement at Washington to cut out "extras" in selling is construed to embrace revision of the plan whereby a manufacturer affords to the ultimate consumer a choice or selection in the matter of incidental features. This is the significance of the order just issued notifying manufacturers that each firm in the trade is privileged to make as a supplement to oil cooking stoves either an all-steel portable oven or a portable oven with glass doors, but is not expected to put both designs at the disposition of customers. This cult—likewise expressed in the proviso that no one manufacturer shall henceforth put out both drop-door and swing-door models—will doubtless find favor with business men who hold that undue range of selection only tends to retard choice on the part of customers as well as oblige the small dealer to carry a heavier stock than may be to his liking.

Advertising to Ensure Prestige

IN considering lumber advertising to-day it should be remembered that the chief market is now through new and abnormal channels—fewer buyers and larger

units of purchase. This makes it a matter of super-importance to maintain our prestige in the minds of those who are temporarily out of the market. We must continue unremittingly to cultivate their good opinions, of both lumber and lumbermen, so that we may keep them vaccinated against both loss of interest in us and a likely increase of faith in such competing materials as wisely continue to pay public opinion the compliment of asking for its favor.

Furthermore, we should keep in mind that there is practically no enduring good-will value inherent in most of the great Government purchases. Certain species of wood, of course, are finding new adaptabilities which may lead to permanent outlets, but in the main, there is a lack of the lingering advertising value that clings to the small sale for normal uses. For this reason alone, it is more than ever a moment for acting with vigor in support of the best foresight we can muster.

There never was a period when lumber could so profitably be advertised, by any and all means—never a time when the economic and political status of the industry could so easily be elevated and fortified, never a time when lumber as a material could insure future commercial dividends by so easy a course of advance cultivation as is ready to hand in courageous and conservative advertising.

The spirit and the impulse to build is shortly to be the *regenerative agency of the world*—as it has always been its mother-and-father-feeling—its solace, its encouragement and the genesis of its pride and happiness. There is something in this matter that is deeper than politics, more stimulating than cold economics and more penetrating than mere expediency.

It requires more energy to start a fly-wheel than to keep it going. "To-day" comes first; "to-day" is war. But only the very young child is oblivious of a "to-morrow." It is yours to choose your own kind of a to-morrow.—JOHN BEMER CROSBY.

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Looking Ahead in Aircraft Advertising

Evidence That the Industry Will Stay and Grow

By Donald McLeod Lay

Of the Society of Automobile Engineers, New York

FTER the war it will not be long before our magazines and newspapers will be carrying aircraft advertising, perhaps equal in volume to that of the automobile industry in peace times.

We are all familiar with the wonderful progress made in the design and construction of aircraft, both airplanes and dirigibles, since they became such a potent factor in military and naval operations. Because of the imperative requirements of war there can be no commercial market for aircraft and their accompanying accessories and supplies until peace is declared.

Progressive aeronautic engineers and manufacturers of aircraft, however, are looking beyond the present. They realize the temporary character of the war market and that, while there will continue to be a steady demand for their products for military and naval equipment of countries all over the world, this will not be sufficient to keep their huge plants and costly organizations busy on a profitable basis. For this reason they are already planning to put the industry on a commercial footing.

As Lord Montagu of Beaulieu, formerly vice-chairman of the Joint Naval and Military Board in Control of the Aerial Service of the British Government, and one of the world's leading authorities on practical aeronautical science, said in *Collier's Weekly* for February 23:

"One of the few useful results of the present world-wide struggle will be the progress which war has effected in the matter of aircraft. . . . The airplane achieving 130 miles an hour, the airplane carrying twenty people comfortably and regularly on a sched-

uled non-stop flight of 600 miles, the airplane as an annihilator of distance, will persist in an improved form. . . . The long-distance bomb-carrier, with its load of 600 to 2,000 pounds, can carry any other form of weight and there is no reason why postal matter, passengers or valuable light merchandise should not be conveyed by air . . .

"No one, not even the most sanguine, can foresee the immense development of transcontinental and transmarine flying, the use that will be made of aviation in everyday life."

The success of the airplane mail service in regular operation between New York and Philadelphia and Washington, and now being extended to Chicago, is a forceful indication of what we may expect in peace times when the art of aviation shall have attained a more advanced stage of development.

AIR MAIL SERVICE IS PRACTICAL

A little incident that occurred the other day will illustrate the value of the service rendered by these mail planes, as compared with the most rapid means of communicating written messages now in common use:

A New York manufacturer who is executing some Government contracts, made a trip to Washington. He was detained a day longer than he had expected. Lest his wife be alarmed at his failure to return, he sent her a telegram and also a letter by the airplane mail service, explaining the delay. When he reached home he found that the letter had arrived nearly three hours before the telegram.

In an article in the October issue of *Flying*, discussing the fu-

ture of the aeronautic industry, Henry Woodhouse, Governor of the Aero Club of America, points out that, within two years, if the development of aerial mail lines is vigorously continued, "we can expect to be able to use 50 per cent of the entire output of aircraft for commercial purposes.

"Now that we have airplanes capable of lifting fifteen tons and going at a speed of about 100 miles per hour," he continues, "and the Air Service comprises over 10,000 aviators, and the non-flying personnel numbers over 100,000 men, the general application of aircraft for transportation is to come fast."

At the inception of the automobile industry many predicted that serviceable motor cars could never be made at a price within the reach of any but the wealthy. The same kind of predictions are to be heard at present in regard to airplanes, and they have no more value than those made concerning the motor vehicle. There is an engineer in New York today who has complete plans drawn up and patented not only for a type of airplane which can hover, rise and land without running along the ground, but also for a small, serviceable and economical plane which can be built and put on the market for \$700.

When it is possible to buy a practical airplane at a price nearly as low as that of an automobile, to be conservative, it is easy to imagine how rapidly the market will grow to embrace all parts of the world. But, to tell the people forming that potential market that flying machines exist which are suited to their purposes and within their means, the manufacturers must advertise their product. A few isolated advertisements, or comprehensive but brief campaigns, will not carry their message effectively. Just as in the case of the automobile industry, it will mean a steadily increasing volume of advertising, competition in selling and all the sales conditions attending quantity manufacture.

The large manufacturers of aircraft are preparing for a rapid commercial development in this field after the war. Some of their advertisements are based on these plans for the future. The Wright-Martin Aircraft Corporation, for example, is running a series of advertisements in New York newspapers for skilled workers, the following being typical of the copy appeal used:

TOOLMAKERS!
WHY NOT TAKE A JOB WITH A
FUTURE?

We are building aeroplanes to-day, and you will find us working at the same job to-morrow! We are seeking to build up the strongest organization in America of skilled toolmakers. The close of the war will only mean the beginning of our great labor. Come to

WRIGHT-MARTIN

Of course the market will be by no means confined to the low-priced machines any more than the low-priced cars monopolize the motor car field. Corporations making a business of the transportation of passengers, express packages, etc., will require expensive, large-capacity machines. There will be a big demand for fast fliers for the postal service of countries all over the globe. Wealthy people will want luxurious special planes, and others who can afford it will continue to demand something more elaborate than the small machines which might be termed the "fliers of the sky." "Sports" and speed-maniacs will not be satisfied with the ordinary run of flying machines. For their use unusually fast types will be needed. This naturally suggests that when air travel is an everyday affair regulation will be necessary and traffic rules—probably international in application—will be put into force. One interesting feature of these rules will be their setting certain altitudes for each class of machines, depending upon speed, character of service, etc. This will be accompanied by the establishment of regular air routes. To supervise this aerial traffic, flying police will be necessary and a special type of

It requires small type to even hint at the many timely features which make up the average issue of Leslie's, for 52 of which 475,000 substantial American families pay us \$2,375,000 a year.

"A market becomes saturated only when intensive selling is not accompanied by equally intensive education in the use of products. For instance, ten bath-tubs might drug the Esquimaux market, but not if the Esquimaux were taught to bathe."—from a striking article on Foreign Trade by President George Ed Smith, of the American Manufacturers' Export Association.

"It is not Mayflower blood, but Mayflower spirit, that we want in this land."—from "Americanism," by Capt. Arthur Hunt Chute.

"One simple individual railroad change would revolutionize the situation as regards the cost of living."—from "Norman Hapgood's Page."

"Fifty per cent of all the food raised in this country never reaches the consumer!"—from H. W. Slauson's "Drafting Highways to Do Their Bit."

"Beyond the Alps Lies Austria"—Two pages of exclusive battle-front pictures by "Jimmy" Hare, chief-of-staff.

"Allies Wresting Siberia from the Anarchists and Huns"—Two pages of exclusives from the Graflex of Capt. Donald Thompson, another of Leslie's world-famous war photographers.

American front-line exclusives from France, by Lucian Kirtland, another of Leslie's world-famous war photographers.

"The Hun's Last Great Line of Defense" — exclusive Rhine photographs—and six other equally timely features in this week's



"Jimmy" Hare



Donald Thompson

Leslie's
Illustrated Weekly Newspaper
Established in 1855

Getting the Most Out of Automobile Advertising in Cleveland

The newspaper that pays automobile advertisers will pay all classes of advertisers

By JAMES ROBERT McCUTCHEON

CLEVELAND is recognized as the second largest automobile manufacturing center and one of the greatest automobile and accessories consumer markets in the United States. It is, virtually speaking, "The City of Automobiles," as well as one of greatly diversified manufacturing interests. The volume of sales made by dealers in automobiles, trucks, tires and supplies amounts to an almost inconceivable total yearly. Naturally, newspaper advertising and newspaper service to owners and prospective buyers through newspapers and special automobile sections have furnished the foundation upon which manufacturers and dealers have built an amazingly large business.

In an effort to analyze the Cleveland newspaper situation, relative to automobile and automobile accessories, "Newspaperdom" has made a canvass of a large number of the most important automobile and accessories dealers in Cleveland. The letters written in response to inquiries show that the Cleveland "News" and the Cleveland "Sunday News-Leader" are recognized as big factors in Cleveland's automobile and accessories consumption market. The following letters represent but a minor percentage of the large number of letters readily obtainable. They illustrate, nevertheless, the faith advertisers have in the productive qualities of the circulation of the Cleveland "News" and the Cleveland "Sunday News-Leader."

Firestone Tire & Rubber Company

"Newspaperdom," Gentlemen: The Cleveland "News" and "Sunday Leader" are excellent mediums for automobile and kindred advertising. They have a fine circulation among the best people in the Cleveland district and we always use them when we go into that territory. They have a particularly fine staff of men connected with their institution—men who go out of their way to please customers and advertisers. Unfortunately, that cannot be said about all papers.—EDW. BABCOCK, Adv. Mgr.

Willys-Overland, Inc. (Overland)

"Newspaperdom," Gentlemen: Our opinion of the Cleveland "News" and Sunday "Leader" as an advertising medium: It is hardly necessary for us to express our opinion in reference to either of the papers, as we believe owing to the fact that both our new and used car advertising appears in both papers every Saturday and Sunday and that this alone will express our opinion of these two papers. Cleveland has so few newspapers that we get equally good results from each one of them, but we like the

"News" very well because of the careful service they have given us in taking care of our advertising, that is, in making up ads and furnishing us with proofs, etc. H. R. BECKENBACH.

**The F. E. Stuyvesant Motor Company
(Rudson, Maxwell, Chalmers, and
Milburn Electric)**

"Newspaperdom," Gentlemen: The rate for advertising in the Cleveland "News" and "Sunday Leader" as a combination advertising medium is about the same price as the "Plain Dealer" alone, and we consider the combination much better in the two than it would be in the "Plain Dealer." The Cleveland "News" and "Sunday Leader" have improved wonderfully in the past two years and carry a great deal of automobile advertising. I believe no one would make a mistake in advertising in one or both of them.—F. E. STUYVESANT.

**The Simmons Motor Car Company
(Chandler)**

"Newspaperdom," Gentlemen: In the past two years we have used the "News" and "Sunday Leader" in Cleveland and found that as a medium for automobile interests they have produced excellent results for our company. They have at all times furnished a news service of great interest to automobile owners, prospective purchasers and distributors themselves, and our opinion, as expressed above, I believe represents the opinion of the automobile interests in Cleveland.

CHAS. H. SCHREIBER.

The Ohio Oldsmobile Company (Oldsmobile)

"Newspaperdom," Gentlemen: With reference to the Cleveland "News" and "Sunday Leader" as advertising media for automobiles. We have been using these mediums ever since last August and the writer has always been impressed with the straightforward manner in which they have handled our account. They are competent and willing to cooperate with the advertiser in every way possible, and we are frank to admit that we are pleased with the service that they are rendering us. L. K. AUSTIN.

The Cuyahoga Sales Company (Kissel Kar)

"Newspaperdom," Gentlemen: We are very much in favor of the Saturday "News" and "Sunday Leader" as advertising mediums for automobile interests. We have been especially pleased with the results obtained the past two years from advertising in these papers. We believe the Saturday "News" especially is one of the best mediums and are also particularly pleased with the "Sunday Leader." While we are friendly with all of the newspapers and while the results are good from the other papers, we are particularly pleased with the "News" and "Leader."—E. M. BUEHL, Manager.

**The Neighbors Motor Company
(Dodge)**

"Newspaperdom," Gentlemen: We have used the "Leader-News" advertis-

ing columns ever since we have been in business, and feel that we have been amply justified in doing so.—M. L. BRIDGMAN.

**The Stearns Motor Sales Company
(Stearns)**

"Newspaperdom," Gentlemen: We consider both the Cleveland "News" and the "Sunday Leader" excellent advertising mediums indeed. In our opinion both these papers stand very well with the reading public here. We use them quite extensively.

H. B. FLEMING.

**The C. R. Baker Company (Stevens
and Little Giant Trucks)**

"Newspaperdom," Gentlemen: I have advertised in the Cleveland "News" a number of years and I consider it a very good medium for advertising automobiles. It is known among automobile interests as a live wire. While I have not advertised until just recently in the Cleveland "Leader," I consider this a very good paper and the combination of the Cleveland "News" and Cleveland "Leader" I think is especially good.—C. R. BAKER.

**The Judd Automobile Company (Used
Cars)**

"Newspaperdom," Gentlemen: In our opinion the Cleveland "News" and "Sunday Leader" are of great service to us as advertising mediums, and we use them extensively.—W. G. WHITTIER, Manager.

The American Six Sales Company

"Newspaperdom," Gentlemen: We are pleased to say that we have obtained excellent results from our advertising through the Cleveland "News" and "Sunday Leader."

S. L. STEIN.

**The Baker R. & L. Company (Baker
R. & L.)**

"Newspaperdom," Gentlemen: We have always received excellent service from the "News" and "Leader." The writer reads both publications very religiously and would feel very much lost without these two newspapers.—A. C. FAETH, Adv. Mgr.

The M. & M. Company (Accessories)

"Newspaperdom," Gentlemen: We consider the Cleveland "News" and "Sunday Leader" mighty good advertising mediums for automobile supplies. We find that they produce results and stand well with automobile owners—in fact, with everybody connected with the automobile business. We continue to do business with them, due to the fact that they bring us good results.—C. V. BROWN.

The Elgin Cleveland Company

"Newspaperdom," Gentlemen: The writer has no hesitancy whatever in saying that the Cleveland "News" and "Sunday Leader" are classed amongst automobile dealers as first-raters when it comes to results. Their news service is very commendable.—N. C. RALPH, Manager.

machine will be required in large numbers for their use. Thus, we can safely prophesy that practically all the market phases of the automobile industry will be duplicated in the aircraft field, with perhaps many new features as well.

Such a development of the airplane in a business way will mean not only a growing volume of advertising by manufacturers of complete machines, but also by makers of parts and supplies and furnishers of materials. In fact, if the history of automobile advertising may be taken as a criterion, the volume of advertising from parts and supply makers will exceed that of the builders of machines. Leading manufacturers in both classes are advertising extensively to-day in engineering and trade publications and occasionally an advertisement carrying the name of one of the leading aircraft makers appears in a general magazine.

Far-sighted men in both the aircraft and publishing fields value present conditions only insofar as they serve as indicators of the future. Using them as a working basis, manufacturers are already planning for their share of the world-wide market which will open up for aircraft after the war.

Advertising's Place in the Arizona Plan

PHILADELPHIA, Pa., Oct. 16, 1918.
Editor of PRINTERS' INK:

Turning back to your recent discussion of the Arizona plan of making retailers mark wholesale prices on their goods:

You stated editorially that the plan would work hardship, because the public would not understand what it costs to do business, and would feel that gross profits which were perfectly reasonable were unreasonable.

This is true, if everybody lets it drop at that point—but isn't that what advertising is for, after all—to make the public see it the way the seller does? And when the seller has presented his story truthfully and illuminatingly in the past, has not the public always responded in a sincere and friendly way?

If you were running a store in Arizona wouldn't you start at once with every kind of economical advertising you could think of to tell your customers just why a gross profit of 110 per cent had to be charged on china, and 10 per cent on some other line?

The Arizona merchants will have to learn to do some real advertising, that's all. It will cost them money and pain to do it. They'll do it wrong at first, and swear. Then they'll learn to do it properly, and first thing you know, in the course of time Arizona will be a place which can give other sections of the country cards and spades on retail merchandising and lick the spots off them.

American business has progressed by giving the public information formerly regarded as legitimate secrets. Let's just carry the thing to the logical conclusion. In the long run telling the truth can't hurt. If it hurts a bit at the moment of telling that is not the fault of the truth or of the telling, but of the error which preceded.

PHILIP FRANCIS NOWLAN.

Publishers Volunteer Conservation

The meeting of Canadian publishers with the Paper Controller in Ottawa for the purpose of adopting measures to conserve print paper brought about a voluntary offer on the part of the publishers. They agreed to curtail consumption of newsprint for a period of three months. The Paper Controller was asked to take cognizance of the paper consumption throughout Canada during this period. If at the end of three months the desired conservancy is not effected, the Paper Controller will call another meeting of publishers to take up the enactment of regulations along the lines of the suggestions made by the Canadian Press Association regarding percentage reductions.

The Controller announced that he would accept this offer and would immediately promulgate an order concerning it to which he would add a regulation prohibiting the starting of any new newspapers in Canada for the duration of the war with the exception of two cases—that of the proposed "farmer's daily" in Toronto and a four-page paper in Montreal.

The Controller also announced that for the present nothing would be done in the matter of curtailing the paper used for posters.

Jesse B. Mehler in Training Camp

Jesse B. Mehler, vice-president of the New York City Car Advertising Company, is at the Officers' Training School at Camp Lee, Va. During his service in the army he will retain his interests in the company and his office as vice-president.

Advertising Affiliation Postpones Meeting

The meeting of the Affiliated Advertising Clubs, scheduled to be held in Buffalo October 25-26, has been indefinitely postponed on account of the influenza epidemic.

Pictorial Review And Its Progress

The November issue of PICTORIAL REVIEW carries nearly 4000 lines more advertising than any issue of PICTORIAL REVIEW ever before published.

The December issue carries over 5,000 lines more than the December, 1917, issue. This is also by far the largest advertising lineage ever carried by PICTORIAL REVIEW in any December number.

And the January, 1919, issue, not yet closed, already has over 7,000 lines more copy booked than the January, 1918, issue.

Lane Block
Advertising Director

BARBOURS ADVERTISING RATES is rates which enables its subscribers to handle sized form, all the latest "foreign" advances of papers. A similar service covering the *Gazette* will be issued within the next few months.

Its many advantages—*Compactness*, *Access*, *Standardization*, *Convenience*—will be apparent to numbers among its subscribers the following Agents:

Anfenger-Jacobson Adv. Co.
Armstrong, Inc., Collin
Atlas Advertising Agency
Ayer & Son, N. W.
Barker Duff & Co.
Basham Co., Thos. E.
Batten Co., Inc., George
Benjamin & Kentnor Co.
Berrien Durstine Co.
Blackman Ross Co.
Blaine-Thompson Co.
Bower, Thomas M.
Brooks, Smith & French
Brown, Goodman, Schroeder, Taylor Co.
Bush Advertising Service
Chappelow Advertising Co.
Chgo., Mil. & St. Paul Ry. Co.
Churchill-Hall Agency
Clough Adv. Agcy., John L.
Conner Advertising Agency
Cowen Co., The
Cramer-Krasseil Co.
Critchfield & Company
Crumrine Co., Arthur M.
D'Arcy Advertising Co.
Dippy & Aitkin
Dodge Bros.
Donovan & Armstrong Co.
Dunlap-Ward Adv. Co.
Editor & Publisher
Elliott Advertising Service, Inc.
A. W. Ellis Agency
Edwin & Wasey Co.
Federal Adv. Agency, Inc.
Ferry-Hanly Advertising Co.
Fisher-Ruebel-Brown Adv. Co.

Frank Co.
Fuller & Son
Green Co.
Greve, S. A.
Guenther & Company
Gundlach & Son
Harris-Garrett
Henri, H.
Hudson M.
Husband & Son
Howe & Son
Hoyt's Sons
James, H.
Kastor & Son
Kelley Co.
Kiernan Co.
Koch Adv.
Law Agency
Lesan Adv.
Lees Co., J.
Lord & Taylor
Lyddon & Son
MacMann & Son
Mallory, W.
Margolin & Son
Matos Adv.
McCann & Son
McJunkin & Son (2 sets)
Merchandise
Metropolitana
Mitchell Adv.
Morse Interiors
Neal, Inc.
Nicholas Co.
O'Keefe Adv.
Ostenreider & Son
Palmolive Co.

Every Advertising Agent and National Advertiser needs to be prepared for the coming "after-the-war" business.

It is well worth investigating. Our representative will be glad to call.

BARBOURS ADVERTISING RATE SHEET

RATES is a loose leaf service of advertising
ers to hand at all times, *arranged in a standard-*
dvertisements of the English Language Daily News-
papers, Magazines, Farm Papers and Trade Papers
on the

Access Standardization and Accuracy—is such that it to-day
g Agents and National Advertisers :—

Picard & Co.
Pierre, George H.
Power Co., Edw. M.
Potts-Turnbull Adv. Agency
Power, Alexander & Jenkins Co.
Presbrey Co., Frank
Proctor & Collier Co.
Randall Co., Fred M. (2 sets)
Rankin Adv. Agcy., Wm. H. (2 sets)
Rauh Co., Richard S.
Redfield Advertising Agency, Inc.
Rose, Irving Jordan
Ruthrauff & Ryan, Inc.
Schlitz, Joseph, Brewing Co.
Seaman, Frank, Inc.
Seeds Co., Russel M.
Shaw-Pierce
Shuman Advertising Co.
F. N. Sommers Agency
Southwestern Advertising Agency (2 sets)
Stack Agency
Stewart-Davis Advertising Agency
Street & Finey, Inc.
Thompson Co., J. Walter (2 sets)
Thompson-Koch Co.
Touzalin, Charles H.
Vanderhoof & Co.
Von Poettgen, Carl S.
Warfield Advertising Agency
Watkins Co., R. L.
Western Advertising Agency
Whitcraft Co., Clark
Willard Storage Battery Co.
Willis-Sharpe-Kilmer Agency
Wood, Putnam & Wood Co.
Woodward's, Inc.

they need it to-day more than ever before—they need it to-day

s.

will obligation to you—at your request.

IEET rated, 538 South Clark Street, Chicago, Illinois

Movies Best Advertising Method for South America

From The Americas, Published by the National City Bank of New York.

The Germans are wrong about American abandonment of promotion of United States goods abroad by means of advertising. When they get back to business in faraway parts of the world, if ever, they will know all about it. They may have noticed a decline, somewhere, in the number of agate lines currently running, and it may or may not be good business judgment by the American manufacturers who have seen fit to slow up on current display simply because they can't fill orders. The Germans will know, if they come back, what America was really doing about advertising in this general period of organizing for the future.

Official British trade reports tell us that the Germans are planning for their trade campaign, and one of the things that it is said they will do, is to use the moving-picture film extensively. It will be too bad if America does not use its own idea, for when it began to be common to see "educational" films showing how manufacturing upon a great scale, with intricate machinery, scrupulous care as to cleanliness, incessant rapidity and obvious mechanical efficiency, was carried on in this country, in our own picture houses, the use of the film for simply getting foreign people acquainted with us was early suggested. The picture is the most powerful factor in advertising. It can tell a subtle story that the best word-user cannot put across with anywhere like effectiveness.

A well-known Argentine-American lawyer—Argentine in nationality, American in location of his practice—was speaking before a conference of business men, clergymen, literary persons and others a few weeks ago on the problem of bringing North and South Americans into closer friendly relationships. Every kind of plan had been talked about. There was Government diplomacy always futile for such

purposes. There was religious work—and the clergymen admitted that they did not advocate open religious efforts. There were plans involving an interchange of fine literature, translated from Spanish to English and from English to Spanish; also exchange libraries in the populous centers of both continents. The efficacy of trade was put forward. The Argentine lawyer made a very practical talk about the real advance already made in general acquaintanceship between his friends in Buenos Aires and his friends here.

"If you want to know what has done more than everything else put together to give Buenos Aires a real interest in America," said he, "I will tell you that it was the movies.

"America in our movies has become very popular. We know you now. You are human like us. You have got us interested. When I was in Buenos Aires, lately, the thing that I was asked over and over again, was: 'Are the girls up there really as pretty as they are in the pictures?' And, 'Are the American men all that handsome?' The next thing to having you all down to see us, which we would have thoroughly enjoyed, was having the movies of you."

America is being advertised, as a nation, in the news of our war-time accomplishments, in industry, in raising immense armies, in getting the millions across the ocean so swiftly and so safely (may it continue so!) and in the fighting quality of our new-made soldiers. We ought to have movie films of our normal manufacturers—the thousands of work-people going in and out, the great plants, particularly our integrated mechanically-connected plants, the processes of a hundred kinds. Some of our individual manufacturers will make a world-market in that way.

Ask for a plan and scenario—it puts you under no obligation.

INDUSTRIAL DEPARTMENT Universal Film Manufacturing Co.

*Largest Manufacturers and Distributors of Industrial Films
in the Universe*

1600 Broadway - - New York City

Equitable Enforcement of War Board's Rulings on Subscriptions

Must Get a Uniform Interpretation of Them, Urges A. B. C. Director

By Stanley Clague

Managing Director, Audit Bureau of Circulations, Chicago

THE printed programme states that I am to appear before you as the managing-director of the Audit Bureau of Circulations, and that my subject is "The Value of an A. B. C. Audit."

I have asked your president if I may drop my official title to-day and appear before you as an individual to give to you certain definite suggestions which I can express as an individual but which I could not present as the directing manager of the Audit Bureau.

Before doing so, in view of the fact that a large majority of the members of the Inland Press Association are members of the A. B. C., it may be appropriate to give a brief account of the progress of the Bureau since your last annual meeting.

The past year, and particularly the last six months, has been the most successful in the history of your Bureau.

This importance of the A. B. C. in the advertising and publishing world can be best illustrated by the last meeting of its Board of Directors held in New York in September. Sixteen members of the Board, representing corporations with a combined capital stock of over a billion dollars, travelled 18,000 miles to spend a day for the consideration of the new problems which now confront advertisers and publishers.

I refer to the rulings of the War Industries Board. I feel safe in saying that there is not a publisher in this convention who is not heartily in sympathy with every move made by the War Industries Board, and who is not back of Mr. Thomas Donnelley 100 per cent in every effort to elimi-

nate waste and effect the desired saving in paper which the Government has considered necessary for the winning of the war.

As a matter of fact, I believe most publishers will heartily agree that these drastic rulings, disturbing as they may be in their immediate effect, will prove a wonderful blessing to the publishing business long after the war has been won.

A Chicago woman, sending her five sons to France, said she was proud to do so because, to her mind, this war is "God's Laundry." And the laundering process does not stop in the trenches—it is going on through the entire civic and business life of our country. And, in our business life the reforms now being effected will mean cleaner, better, more profitable business when normal conditions return.

But in putting these reforms—these drastic measures—into effect, they should not operate so that the honest man will pay a penalty for his honesty and so that he who desires to skilfully evade them may do so to the disadvantage of his more patriotic competitor.

I am going to speak frankly—and with no criticism of the Pulp and Paper Section of the War Industries Board, because this division has done and is doing a wonderful work, considering the emergencies which it has had to face; but I do want to call your attention to certain phases of the matter, which may warrant your taking such action as may guard your own interests.

Unfortunately there has been no Governmental machine created which can effectively oversee the carrying out of these reforms, and as the work to be accom-

Speech made Oct. 15 at the Convention of the Inland Press Association, Chicago.

plished is of a temporary nature, it is not possible that such a machine will be created.

We find ourselves, therefore, in the same condition that the publishing world is in with regard to the postal law of August, 1912, requiring the publication of sworn statements—not of all publications—but of newspapers only.

You know and I know what the result of this law has been. I could quote case after case where publications have made statements to the Government which were afterward proven to be incorrect. I do not think it necessary to quote instances because the facts are well known.

I have on my desk to-day a frank acknowledgment from a publisher that his statement to the Government was untrue, and this statement was not corrected until after protest had been made by his competitor and several months had elapsed before the correct figures eventually appeared in an obscure part of his paper. In the meantime the original statement had been used in soliciting advertising, to the disadvantage of his competitor.

The point I wish to make is this—in the carrying out of these rulings of the War Industries Board we should not have a repetition of this unfairness.

I wish I could feel that this would not occur, but there is evidence which shows that this is likely to be the case unless immediate action is taken by publishers to prevent it. And let me say here, so that I may be clearly understood—the honorable publishers—and they are in the majority—will carry out the orders of the War Industries Board *on honor*—not only following the actual letter of the order, but also the spirit of the order.

But there are others.

EVADING THE REGULATION

Take for instance in the case of cutting off of arrears. All arrears on newspapers were to have been eliminated on the first of October. I have two cases in mind where the publishers of papers of approximately 10,000 circulation,

cut off in one case 1700 and in the other case 1400 subscribers, exactly on the date which the order specified. Both papers, I hope, will eventually renew all these subscriptions.

But I also know of a publisher who accepts in payment of a year's subscription a post-dated check—that is, a check payable one year from date to cover this subscription. It may be that this publisher is fulfilling the letter of the law, but certainly the spirit of the order is not being carried out by such a method.

Other publishers are accepting notes for the extension of payment of subscriptions. The War Industries Board has not yet definitely ruled on the question of the validity of notes in payment of subscriptions, but it should be determined and determined quickly, in order that the publisher who desires to do the right thing shall not be working at a disadvantage.

This is only one illustration of how the rules may be violated legally. There are a thousand and one ways in which these evasions can be made, if one desires to do so. *But the majority of publishers do not desire to evade the order. They do desire, however, that the rules be made so clear and so explicit that they will not work to the disadvantage of the honest publisher and to the advantage of the publisher who can conceive a clever evasion of the rulings.*

This plea is made particularly in behalf of the publishers of the small town daily newspapers.

I have in mind the case of a medium-sized town where the rivalry between two competing publishers is exceedingly keen. Each is striving for supremacy, and the difference in circulation supremacy amounts to only a few hundred copies. You can readily see, in this case, if one publisher evades the spirit of the ruling—not the actual ruling itself but the spirit of the ruling—how he can secure an advantage to which he is not entitled.

There are a number of other features in connection with the War Industries Board rulings

Again

November is another number of HARPER'S MAGAZINE in which advertisers have invested a larger amount than in any corresponding number of the past ten years.

One of The Quality Group

●

Circulation of The Atlanta Journal Atlanta, Ga.

U. S. Government Statements

Week day average for six months
ending September 30, 1918

64,664

Week day average for six months
ending September 30, 1917

55,687

Gain,

8,977

Sunday average for six months
ending September 30, 1918

76,703

Sunday average for six months
ending September 30, 1917

67,870

Gain,

8,833

The price of The Journal is 5 cents Daily and 7 cents Sunday.

The Subscription rate is 20 cents a week or \$9.50 a year.

No returns are allowed. No premiums are used. Mail subscribers
pay in advance.

No reduction in subscription rate is made to R. F. D. or any other
class of subscribers.

The Atlanta Journal is of the flesh and blood and spirit of the
people it serves.

In Atlanta the way to reach *all the people* effectively is to advertise
in The Journal.

"The First Newspaper of the South"

●

which are equally interesting, but I use this illustration of renewals of subscriptions as an example to bring before you the matter I have in mind—that is, how can we insist on a fair deal for publishers in the application of the rulings of the Board?

My farm paper friends may criticize me for even discussing the point of whether it is fair that newspapers should be obliged to cut off arrears without any time being given them to secure renewals, while the farm papers are allowed a graduated period of time in which to retain their customers. And I am talking now, as I said before, as an individual and not as managing director of the Audit Bureau of Circulations; personally I feel that the daily newspaper, in a small town for instance of 25,000 or 30,000 inhabitants (we will say in the state of New York or Iowa) occupies a very similar relationship toward its readers as does the farm paper toward its readers. Has not the newspaper publisher in that small town the right to ask for a period of time in which to secure renewals—just as the farm paper has? Many of his subscribers are located on R. F. D. routes—many of them suffer the disadvantage of lack of immediate opportunity to renew their subscriptions to their local papers, just as much as they are handicapped in renewing their subscriptions to farm papers.

Then why discriminate? If a subscriber is allowed ninety days to renew his subscription to the farm paper, then why not the same period of time to his local paper—especially when the price on the local paper is \$3 or \$4 a year and the price on his farm paper is from 50 cents to \$2 per year?

If the farm paper has the right to accept notes in payment of a 50 cents or \$1 a year subscription, be this for one, two or three years, why has not the small town newspaper the right to accept notes in payment of his \$4 a year subscription—or even a post-dated check?

I do not know. It might be the ideal condition would be to have

all newspapers, and all farm papers and all magazines placed on an absolutely paid-in-advance basis.

But the main thing now is to get a uniform, simplified, unquestioned interpretation of the Board's rulings and then have them enforced equitably.

How can the rulings of the War Industries Board be enforced equitably—so that the honest publisher shall not suffer from the evasions of his competitor? As I have said before, no machine has been created nor is it likely that a machine will be created, to meet this emergency.

I had the honor, with President Babcox, to present to the War Industries Board, through Mr. Thomas Donnelley, the services of the Audit Bureau of Circulations, to see that these rules are fairly carried out, without discrimination.

A. B. C. CATCHING UP

The auditing department of the Bureau during the past nine months has made a splendid record. During that time we have made on an average of ninety-three audits per month. It requires ninety audits per month in order that members may have annual service. During the preceding year the Bureau was able to make slightly over seventy audits per month, thereby acquiring an audit indebtedness of twenty audits every month. This condition, as you can readily see, would have meant eventual disaster to the Bureau. This year we have not only fulfilled our requirements but we have an asset over and above our audit requirements.

If we enter upon this work for the Government to any great extent it may mean that our record cannot, temporarily, be maintained, but I believe that for the ultimate good of the publishing and advertising business we can safely forego the maintenance of this record for a few months in order that we may enforce the rules of the War Industries Board upon a fair and equitable basis. I believe this is a work the Bureau can well perform.

Calendar Makers to Use Lighter Paper

Attitude of the Pulp and Paper Conservation Section, War Industries Board

CALENDAR printers, when it comes to economy in the use of paper, are to have an experience similar to that of the catalogue users—that is, the compulsory curtailment will be less than it had been feared would be necessary. It will be remembered that the mail-order houses, after facing rumors that they would be called upon for a cut of 25 per cent in catalogue paper tonnage, found that the War Industries Board would be satisfied with a cut of 10 per cent for the next six months and 20 per cent after that. Calendar manufacturers were confronted at the beginning of negotiations with a wish on the part of Uncle Sam that they should cut paper consumption 60 per cent and a strong hint that a reduction of 40 per cent would probably be the least sacrifice that could be accepted. It will turn out, however, that the calendar makers will have to curtail only 25 per cent—the "average" set for all paper users.

No orders have as yet gone out from the Pulp and Paper Section with respect to the new rationing arrangement for the calendar trade but probably the formal notice will not be delayed for more than a few days. The calendar men won their point that they be not compelled to reduce the size or alter the form of calendars, thereby insuring the preservation of the advertising prestige of those calendars that during a period of years have been rendered familiar through perpetuation of a distinctive style. Instead, the calendar trade will undertake to attain the ends of paper conservation by making use of stock of a lighter weight.

For calendar pads there will be used henceforth (that is, in the calendar for the year 1920) forty-pound paper instead of the fifty-

pound or sixty-pound weights that have been used heretofore. For backs 100-pound stock will be substituted for the 120-pound and 140-pound stock that has been generally used in the past. For covers the new schedule will call for eighty-pound instead of 120-pound stock. Matt board will be forty-point instead of fifty-six-point; counter blanks will be eighteen-point instead of twenty-four point; and so on through the specifications.

Director T. E. Donnelley, of the Pulp and Paper Section, asks PRINTERS' INK to point out to advertisers that no consumer of paper, whatever the mediums involved, is doing the nation any kindness by refusing to make use of paper already made up or on hand simply because it does not conform to the new standards agreed upon at Washington. On this subject, he said:

"The adopting of new standards has resulted in mills and dealers having on hand, quantities of obsolete grades, colors, sizes and weights. The use of these stock papers will be in harmony with the spirit of the Regulations, although the sizes, weights and colors may not conform thereto.

"We strongly recommend to consumers that they use such stock as a real measure of conservation as it releases invested capital and such use will make unnecessary the production of equivalent additional tonnage and thereby effect a saving of coal, labor, material and transportation."

Messing Quits Hearst Paper

A. H. Messing has resigned as publisher of the *Chicago Herald and Examiner*. His future plans have not yet been announced. J. A. Dickson, formerly of the Chicago office of the *Youth's Companion*, has been made associate publisher and advertising director of the *Herald and Examiner*.

INTERNATIONAL ADVERTISING**J. ROLAND KAY Co.**

FOR FOURTEEN YEARS ENTRUSTED WITH
THE FOREIGN ADVERTISING INTERESTS OF
AMERICA'S LEADING MANUFACTURERS

ANNOUNCES
THE OPENING OF
ITS OWN OFFICES AND ORGANIZATION IN
THE CITY OF NEW YORK
AT 18 EAST FORTY-FIRST STREET

J. ROLAND KAY Co.
CONWAY BUILDING
CHICAGO, U.S.A.

J. ROLAND KAY FAR EAST Co.
3 AOI-CHO-AKASAKA
TOKYO, JAPAN

ASSOCIATE HOUSE
JOHN HADDON & Co.
ESTABLISHED 1814
LONDON, ENGLAND

SYDNEY

CAPE TOWN

BUENOS AIRES

It is notable, that during the five years since its founding, the business placed by this Agency has increased each year two-fold over that of the preceding twelve-month.

— and that its total of nearly \$1,000,000 for the current year includes appropriations of many American business houses.



Shortest Cut to the Tractor Market

Manufacturers of Tractors, Tractor Parts and Accessories desiring to enter the tractor market or maintain an influence in this rapidly expanding field are selecting the Implement & Tractor Trade Journal to head their lists.

Many comprehensive investigations have resulted in giving this publication an unquestioned leadership. Based upon the strength of facts discovered, the Implement & Tractor Trade Journal was accorded the largest volume of advertising of papers in its field in 1916 and 1917.

The Implement & Tractor Trade Journal reaches the Tractor Manufacturers of the United States, and the tractor machinery dealers in the largest buying territory—the Great Central West.

The Implement & Tractor Trade Journal has always led the field. It was the first to publish a tractor data book, known internationally as the Cooperative Tractor Catalog; the first to use art covers in colors; the *first and only trade publication to use space in leading farm papers educating farmers to use tractors and farm with power.*

Implement & Tractor Trade Journal

Established 1886

KANSAS CITY OMAHA MINNEAPOLIS

NEW YORK OFFICE:
205 POSTAL TELEGRAPH BLDG.

Our COOPERATIVE TRACTOR CATALOG contains illustrations and complete tabulated specifications of all tractors, as well as a wealth of tractor and power-farming machinery data. Advertising is now being received for the fourth annual edition.

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Are We Losing Our Good Business Manners?

The Value of Courtesy in Business and Its Relation to Success in Advertising

By J. J. Geisinger

COURTESY in business is so closely related to success in advertising that even the slightest indication of a relaxation in this particular is very disturbing and distressing to advertising men.

There has been no embargo on courtesy in business; no curtailment of the raw material; no restriction of any kind and yet there seems to be evidence of a growing shortage in this all-profitable commodity. Naturally, if one is working under an unusual strain; if uncertainty is in the air; if there is an over-demand for something that cannot be supplied; if rules and regulations change from day to day with no clue as to what tomorrow may bring forth, it is not surprising if we all have edgy nerves, and that impatience or peevishness may be taken for courtesy.

But common courtesy in business is such an invaluable asset that it behooves everyone in business to guard it now with more zealous care than ever before. It must be remembered that everyone has had an extra pound or ton added to their own burdens and that trifling or thoughtless discourtesies are likely to be resented, whereas in normal times they might have been passed without notice.

Wm. G. McAdoo, Director-General of Railroads, has discovered this germ of the non-courtesy disease among railroad employees, and is endeavoring to isolate and eradicate it. If the Directors-General of every business would follow the example of Mr. McAdoo, and see that the policy was actually carried out, he would be providing insurance of inestimable value against future loss of prestige and public good will.

The writer recently telephoned

the retail department of a celebrated automobile tire for inner tubes, the merit of which they have extensively advertised.

"Haven't got 'em," was the short reply in a resentful voice.

"Have you tubes of any kind," was the next question.

"Yes, we got some so and sos."

"What's the price of the so and sos?"

"Can't quote prices over the phone"—and the transaction was ended.

GOOD WILL GOES GLIMMERING

It was not so much what was said, but the manner of saying it that left a bad sting. More so, perhaps, because the writer had been sold by the advertising of this concern, and used its tires exclusively. Before the war, when tires were plentiful and competition keen, they would have expressed regret at not having in stock the tubes desired, and suggested the other tubes, which in reality are just as good, given the price, and said, "Thank you" for the order. But now their salesmen have been stung by the don't-care-a-damn bug!

Of course, it was not the president of the company at the other end of the line. It may have been a conscientious objector or a pacifist who was peeved at the prospect of going to war, but, whoever it was, he was doing his best to nullify the value of a fortune in advertising.

An inquiry at the collar counter of one of the largest department stores for a certain style of Arrow collar elicited the response, "Ain't got 'em," and the slacker salesman deliberately turned and walked away. The term "slacker" is here used deliberately and purposely, because, if he had not been

a slacker at heart he would have tried to do his bit by supporting the business with at least the common garden variety of courtesy, and, perhaps, throwing in a smile for good measure.

A visit to the retail distributing store of one of the most widely advertised shoes for men disclosed such an absolute void of interest in fitting the foot, or making a sale that the recollection is too distressing to go into details excepting that the power of advertising in selling the trade-mark of that shoe is being partly annulled by the indifference of that salesman.

These are not isolated cases. The railroad employees have no monopoly on discourtesy. You find it in the most unexpected places; and the women who are taking men's places in business are proving not entirely immune to the attack of the plague.

If there was ever a time to maintain good will and create new good will it is right now and from now on. When we have eradicated the deadly germ in german, and the Unter Den Linden is posted with 24-sheets of Nut Tootsie Rolls and Ricoro cigars, there will be an end rush for business that will make a Harvard-Yale affair seem like a Quaker promenade on meeting day. Then the advertisers and merchants who are now permitting little discourtesies to kill their business will wonder what has become of their good will and old friends.

Remember, this is the day of the business smile in word and manner. Cultivate and nurse it. Acquire it yourself; educate your employees in its value to them and to you. There is no better help to advertising and it costs nothing. So for the sake of good advertising and good business, Smile, Smile, Smile!

Choosing Her New Car

The First Lady.—My husband wired me from Paris on my birthday asking whether he should buy me a Rembrandt or a Titian. Now, which would you have?

Second Lady.—Well, as far as that goes, any of those French cars are pretty good.—Sketch.

PRINTERS' INK

French Government Operates Restaurants

High restaurant prices are being felt in France and England as well as in this country. According to the New York *Journal of Commerce*, the idea of overcoming the high cost of food by national co-operative restaurants has taken a firm hold on Paris as well as London, and a catering specialist has been commissioned in the French capital to organize ten popular restaurants, each containing 1,000 seats, where meals may be obtained for the small sum of one and one-half francs.

"It is estimated that even by paying full wholesale controlled prices for supplies," says this report, "these restaurants will be able, without loss, to supply a four-ounce portion of boneless meat and vegetables, besides soup, or an hors d'oeuvre and bread."

"Hiring and Firing" Important Just Now

THE MINNEAPOLIS GENERAL ELECTRIC CO.
MINNEAPOLIS, MINN., Oct. 17, 1918.
Editor of PRINTERS' INK:

I am very glad indeed that you answered my inquiry regarding the cost of hiring and firing as you did by an article in PRINTERS' INK, as this subject most certainly is of vital importance to practically every employer in these days of high costs.

PRINTERS' INK is rendering a wonderful service these days in publishing such material, and it is very gratifying to know that correct data and authoritative information are available to the commercial interests of the country through the medium of your periodical.

T. H. KETTLE.

Hosiery Mills Ask Dealers' Help in Paper Saving

"Save Your Boxes" is the admonishment of the Durham Hosiery Mills, Durham, N. C., in business paper advertising.

"As a war measure," it is said, "the Government has asked us to conserve cardboard and shipping space. In order to accomplish this conservation, it will be necessary for a time to pack our hosiery in bundles, in part. You are urged to save your Durable-Durham Boxes and protect them for future use in window displays and on your shelves."

Death of Charles H. Johnson

Charles H. Johnson, a member of the organization of George Batten Company, Inc., New York, died at his home in Bayside, L. I., on October 16, of pneumonia. He was formerly with the Boston office of the Curtis Publishing Company, and about a year ago joined the Batten company as a representative.

William E. Cox, formerly advertising manager of *Canadian Courier*, Toronto, has joined the Norris Patterson Advertising Agency of Toronto.

The Oldest and
Foremost Paper
of Baltimore, Md.

THE BALTIMORE AMERICAN

(Morning)

Established 1773

The Fastest Growing
Afternoon Paper
of Baltimore, Md.

THE BALTIMORE STAR

Circulation, Character
and Influence

For Information Address

VERREE & CONKLIN, Inc.

225 Fifth Avenue.....	New York, N. Y.
28 E. Jackson Boulevard.....	Chicago, Ill.
11 Lafayette Boulevard.....	Detroit, Mich.



What is your "Selling Cost" in Western Canada?

MANUFACTURERS of Household Goods, Tractors, Farm Machinery, Automobiles, Food Products, Clothing, **combined**—are spending less than **\$1.20 per farm** to advertise their products to the farmers of Western Canada.

Manufacturers who sell their goods under trade marks or trade names are spending comparatively little—much less than the market warrants—to promote their business in Western Canada through advertising.

The following table shows the amount of

money spent in advertising by makers of certain commodities to promote the sale of their goods through the leading Farm Journals of the West.

**The Farmers' Journal
of Western Canada**

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Amount of money spent per farm in Advertising in the leading journals of Western Canada :

Household Goods	Tractors	Farm Implements and Machinery	Autos	Food	Clothing
32½c.	26¾c.	30½c.	14c.	8½c.	7c.

This you must admit, is actually and comparatively insufficient effort to devote to a market with the buying power which the Provinces of Manitoba, Alberta and Saskatchewan possess.

65% of the population of these Provinces live on farms. Most retail stores are located and operated to supply his needs—are dependent upon his trade for their business.

You can reach the Western Farmers by advertising in the mediums they subscribe to and read—the Farm Journals of Western Canada listed in this advertisement. It is the advertisements these journals carry that largely influence his buying operations.

It is these journals that have the greatest interest to Western retailers who buy according to the needs and wants of their best customers—the Farmers.

- "Farmer's Advocate"
(Weekly) WINNIPEG (Member A. B. C.)
- "Nor'-West Farmer"
(Semi-Monthly) WINNIPEG (Member A. B. C.)
- "Grain Grower's Guide"
(Weekly) WINNIPEG (Member A. B. C.)
- "Canadian Thresherman and Farmer"
(Monthly) WINNIPEG (Member A. B. C.)



newspapers of
Western Canada

The Periodical Publishers' Service Bureau, Incorporated.

"The Cook Organization"

95 MADISON AVENUE, NEW YORK CITY

WHILE the Cook organization has eighty of its finest in war service, its capacity of 2,000,000 verified paid subscriptions a year is maintained, and its volume of business steadily increases.

Many publishers, who formerly depended solely upon their own efforts to sell subscriptions, have recently invited the co-operation of The Cook Organization.

Conditions imposed by the war have made publishers realize the necessity for employing the most certain, and the least costly selling methods that can bring them volume with a fixed and absolutely dependable net—in dollars and cents, not in mere figures—and a bigger net than is possible through any individual effort.

The Cook Organization was established in 1909.

It was founded on the principle that, while editing and publishing a magazine may be a profession, or an art, or a science, the selling of a magazine is pure merchandising, subject to the same laws that govern the sale of any other commodity to the consumer.

The Cook Organization has done more to standard-

ize, to dignify, the selling of magazine subscriptions than any other influence.

It has shown the way to legitimate, conservative methods of merchandising the publisher's product.

It has demonstrated to publishers the value of their own product.

It has proved that magazines can be sold on their merit — their intrinsic worth.

It has upheld the highest prices, which at best are lower than they should be, and has educated the public to pay them.

In addition to selling subscriptions, it gives publishers a direct personal service that is possible only through Cook Organization methods.

It has accomplished these things through branch offices covering the whole United States, with carefully supervised and directed personal solicitation; all of which is controlled by a large corps of trained auditors and experts in organization, at such large expense as could be justified only by the remarkable results attained.

The Periodical Publishers' Service Bureau can increase its present capacity.

GEORGE E. COOK,
President.

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The Status of Railway Supply Advertising

Federal Railroad Administration Denies That It Does Not Favor Advertising of Supplies—How Standardized Equipment Is Likely to Effect Advertising of Supply Manufacturers

Special Washington Correspondence

If interests within the United States Railroad Administration are bringing to bear, privately, influence against the advertising of railway supplies, they will not acknowledge the corn publicly. This question in all its phases was taken up by PRINTERS' INK with Henry B. Spencer, Chairman of the Central Advisory Purchasing Commission of the Railroad Administration, to whose committee has been ascribed, in current report, whatever discouragement of railway supply advertising is supposed to have come from Washington. His statements in explanation of the situation were plainly intended to establish for the Advisory Commission an alibi on the score of interference with the rights of private advertisers.

Chairman Spencer's expressions for PRINTERS' INK permit of no other conclusion than that if any advertiser has gained the impression that the Advisory Purchasing Commission is endeavoring to hold him back in his campaign in business papers or elsewhere he has misinterpreted the situation. Repeatedly in answer to the same general question, phrased as from different angles, did Mr. Spencer declare in effect that the advertising of railway supplies was a matter for the judgment of the manufacturer or seller and that the Advisory Commission has not attempted to interfere one way or the other.

Such disclaimers were made by the Railroad Administration official after it had been explained to him that there is an impression in certain quarters in advertising circles that the Railroad Administration is, through some of its departments, antagonistic to ad-

vertising. There was also pointed out to him that specific rumors to this same purport are in circulation, as, for example the one to the effect that Chairman Spencer, when shown recently a half-page advertisement in a railway paper, had commented to the effect that probably less space could have been used. In refutation it was insisted by the Chairman that neither he nor his Commission has adopted a censorial policy or an attitude in discouragement of advertising.

Mr. Spencer was asked whether there is a feeling on the part of the Advisory Commission that under Government control of railroads there would be less opportunity for competitive selling of railway supplies and possibly, therefore, less incentive for advertising. The Chairman disclaimed allegiance to any such logic. On the contrary he took the position that there will always be opportunity for railway supply advertising, as a means to influence individual selection and indicative of the scope of this he pointed out that there are in the railroad administrative field today between 300 and 400 purchasing units and between 700,000 and 800,000 individuals whose personal preferences constitute factors in selection.

EVEN STANDARDIZED ARTICLES MAY WELL BE ADVERTISED

Chairman Spencer did acknowledge, however, in the course of the conversation that the policy of standardization of equipment and supplies upon which the Railroad Administration has recently entered, may, in some instances, raise the question whether advertising is worth while. He remarked that there might be times when advertising for supply business would be a waste of white paper and printers' ink, but he went on to say that if an advertiser saw fit to buy space under such circumstances the Railroad Administration would not seek to deter him. He also conceded that it will be entirely logical for a manufacturer of a standardized

supply article to advertise that article no matter whether he alone manufactures it or whether he is one of several manufacturers. In commenting on the desire of the Railroad Administration to secure as standards, in so far as possible, unpatented articles, he cited the fact that car wheels are unpatented and yet all the leading manufacturers of car wheels advertise and have done so for years.

Enough was gathered from Chairman Spencer's remarks about standardization of equipment and supplies to indicate that just here is the pivot on which is balanced the future of railway supply advertising. As yet, standardization under Governmental auspices is in its early stages so that the ultimate effect must remain more or less a matter of conjecture. However, the Railroad Administration has adopted standardized box cars and locomotives and has indicated that standardization will be carried right down the line to minor articles of equipment, not stopping at patented specialties, though obviously in such cases special arrangements will be necessary if manufacture is to be carried on in factories other than the plant of the originator or patent holder.

Where the rub will come is that while a certain amount of latitude is allowed to the purchasing agencies of the various individual railroads or systems throughout the country, it is the policy of the Railroad Administration to hold all purchasers to standardized articles where standards have been established. At present, for instance, we have the order at Washington that no road must go outside the range of Governmental standards in the purchase of locomotives. On the other hand, if the policy with respect to locomotives can be taken as a criterion, it will be the policy of the Railroad Administration not to practice standardization within narrow limits but to approve as standards a sufficient range of sizes, styles, models, etc., to meet varying requirements and to permit the exercise within reasonable limits of

personal taste or individual preference.

It is this range of product within the confines of standardization that it is presumed will afford a certain opportunity for advertising. Similarly, just as is the case with war-time flour or any other standardized product, advertising must be relied upon to indicate origin with the imputation of skill in manufacture that may attach to the output of a long-established firm or one of established reputation in its line. As Chairman Spencer remarked: "If we have standardized lanterns on the railroads and the demand is for this type, a manufacturer may desire to advertise to acquaint the railroad public with the fact that he makes the standard lantern."

In spite of the insistence of the Central Advisory Purchasing Commission that it is not attempting to dictate to private advertisers with respect to the character or extent of their advertising, the PRINTERS' INK representative left Chairman Spencer's office with the impression that the railway supply field is one of the quarters in which to look for decision of one of the big issues of the hour—the effect upon advertising of standardization in manufacture. Apparently only the return of the railroads to private management at a comparatively early date can frustrate the working out of the issue in this quarter and apparently the Federal managers are going forward on the assumption that railroad control is to be in their hands for a long time to come.

Joins Class Journal Company

Nora H. Golden, formerly advertising manager of Lane Bryant, Inc., New York, and previously connected with *Vogue* and *Vanity Fair* of that city, has joined the staff of the Advertising Service Bureau of The Class Journal Company, also of New York.

R. Y. MacLean, formerly with *Everywoman's World*, Toronto, and more recently with Grace Motors, Limited, of the same city, has returned to *Everywoman's World* in his old capacity as Toronto representative.

Threading Anew The Business Needle!

Among important businesses which have decreed that "Advertising Service Headquarters" should be entrusted with their appropriations during this era of changing conditions, are

- A Belting Manufacturer —Founded in 1770*
- A Clock Manufacturer —Founded in 1807*
- A Webbing Manufacturer—Founded in 1830*
- A Steel Manufacturer —Founded in 1832*
- A Lamp Manufacturer —Founded in 1844*
- A Soap Manufacturer —Founded in 1857*
- An Implement Manuf'r —Founded in 1865*

The decisions of New England Industries which have had a steady development for from 53 to 148 years would seem a good index to go by when the selection of an agency becomes advisable.

The Manternach Company
Advertising Agents
Hartford, Connecticut

Farm Building Improvement

We are impressed with the tremendous responsibility resting on a publication that is subscribed to and believed in by more than eight hundred thousand farm families.

In the matter of the use of building material, we feel that our advice should be based on the combined judgment of representatives of the U. S. Government, the agricultural colleges, the manufacturers of building material and the farmers themselves.

We therefore called a conference of these various interests to meet at our office as our guests and at our expense. The sessions, lasting two days and well into two nights, were attended by from 125 to 150 men. They developed the proper distinction between patriotic construction on the farm for the conservation of food and feed and the preservation of the morale of the farm family and the class of farm buildings that should be deferred until after the war.

Throughout the coming months our readers will reap the benefit of this conference of experts. When they buy building material they will be definitely influenced by our editorial advice based on the deliberations of this conference.

Successful Farming

E. T. MEREDITH, Publisher, Des Moines, Iowa
Member A. B. C.

T. W. LEQUATTE F. J. WRIGHT C. M. BEER C. A. BAUMGART
Advertising Manager Promotion Bureau Merchandising and Sales Retail Service

Chicago

J. C. Billingslea, Advertising Bldg. A. H. Billingslea, 1 Madison Ave.

Kansas City

O. G. Davies, Victor Bldg. A. D. McKinney, Post Dispatch Bldg. R. R. Ring, Palace Bldg.



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The Work That a "Service" Salesman Has to Do

How a Third of a Century of Advertising Has Made Heat Regulation a Necessity

By Arthur Hallam

KEEPING the product going and the buyer satisfied after the sale has been made is the crux of many an advertiser's job.

We find a very good example of this type of merchandising in the case of the Minneapolis Heat Regulator Company. This concern is one of the old faithfuls in the advertising field, for it has never missed a year since it began over thirty years ago. Its proposition is strictly one of service selling. The people who buy its regulator are interested only in the comfort and convenience that the device affords them. The moment it fails to give the service for which it was bought, it loses all value to them. The company's salesmen are the means through which the company maintains the service that it has sold.

Let us suppose that Mr. Jiggs has just crawled out of bed on a January morning, when winter is at its frosty best, only to find that the fire in the furnace is as dead as Pharaoh—and all because his heat regulator has failed to work. He curses the fire, the coal company and the heating contractor that put the regulator in; but his best epithets are reserved for the company that has the nerve to perpetrate such a contraption on an unsuspecting public. So he disconnects the regulator chains from his drafts, builds the fire again, and on the way down town notifies friend contractor to come up and see if he can make the blamed thing work, or else take it out.

Fitter Frank arrives at the Jiggs home—but he never did understand those electric motor things very well anyway, and he can't make it work either.

So the matter stands, and as

the mercurial thermometer hovers around the bulb, the standing of the company, in that particular locality at least, approaches closer to absolute zero. But, fortunately, about this time one of the salesmen from the company's nearest branch office happens to drop into Fitter Frank's shop. No sooner is he seen than he is rushed over to Mr. Jiggs' basement. Being a trained technician in both heat regulation and electricity, he locates the difficulty in an instant.

It so happens that there are three wires leading to the motor that operates the draft, and to be sure that there is no confusion in the connections, these wires are wrapped with red, white and blue cord, while the binding posts to which they are to be attached are painted red, white and blue, respectively. Fitter Frank's helper, in putting in the regulator, was not aware of the meaning of the signs. He attached the blue wire where the red one ought to be. So, of course, the motor didn't work. It takes but a moment to make the proper adjustment, which puts the mechanism in complete running order once more. After making several thorough tests, the salesman resells Mrs. Jiggs, visits Mr. Jiggs and gets his O. K. and before leaving makes them feel that the proposition is worth recommending after all. This accomplished, he tops off a good day's work by checking up a half-dozen prospective builders with Fitter Frank, getting the latter to agree to recommend heat regulators to them if he lands the work.

Thus does the real mission of the sales force of the Minneapolis Heat Regulator Co. unfold

itself. Strictly speaking, these men are not professional "order-takers" at all, but service salesmen. That is, they sell the service of the company, rather than its merchandise. The heat regulator is a specialty, and a seasonal one at that. As a result, if the men did try to cover their expenses by direct sales, they would be put to it to make the grade.

For this reason the merchandising plan has required the solv-

or the fine points of heat control, and as for the average home-builder, he has to pay for so many little "extras" anyway, that unless he is educated to the need of it, he is well satisfied to go without. Yet, because the selling price of the most elaborate model is only about \$80, a direct selling organization covering the national field would be pretty much of a luxury. So the company has struck what seems to be a happy medium in the specialty field. It has a staff of a dozen to fifteen men, who take few orders, but who spend their time from the beginning to the end of the year straightening out any complaints that arise, calling on architects, dealers and prospective home builders, and preaching the gospel of heat regulation up and down the land. They follow the tips given by the building report companies very closely, so that they are able to present their case to practically every new home-builder, whether they win the verdict or not.

The company sells its goods exclusively through jobbers. Hence, when the interest that has been germinated by the

company's own men finally develops into tangible business, the jobbers' salesmen write the orders, and the jobbing house carries the account. By this means the merchandising fences are kept intact at a minimum selling expense.

Anyone who has read a heating catalogue knows that there are a hundred and one little patent devices contained in its pages, for each of which a dozen things are claimed by the manufacturers,

3 Shovelsful of Coal Saved Each Day

This amount of coal saved each day will total roughly half a ton annually. It is only worth while and when at the close of the heating season you find your coal bills have been lessened 3 tons or more it will certainly take the sting out of the high price of fuel.

This advantage in fuel saving is available in its fullest measure if you will wisely install

The MINNEAPOLIS HEAT REGULATOR

Automatically regulates the drafts and dampers at all hours of the day and night, holding the consumption of fuel to just the amount required to obtain the temperature desired.

Eliminates heating plant attention and worry. Insures comfort, health and safety.

Works perfectly with any kind of heating plant—hot water, hot air, steam, vapor or vacuum, burning coal or gas.

Sold by the heating trade only, where under a positive guarantee of satisfaction. Send for booklet giving details and prices.

Minneapolis Heat Regulator Co.
2750 Fourth Av. So. Minneapolis, Minn.

COAL-SAVING COPY THAT HAS LATELY BEEN
FEATURED

ing of many difficult problems. In the first place, they have less than a dozen models to offer, and inasmuch as the device is practically indestructible if properly handled, there is little possibility of selling more than "one to a customer." Being a specialty, it logically ought to be merchandised in the same manner as is done with an adding machine, or a check writer, or a cash register. Fitter Frank and his fraternity know little about either electricity

and the jobber's catalogue man includes them from force of habit. Needless to say, they are rarely pushed. In the meantime many a manufacturer has worried nights and days over how he can get the travelers even to mention his stuff. Finding it necessary, for economic reasons, to market through jobbers, the Minneapolis Heat Regulator Co. devised what it thought was a better plan than merely selling to the jobber, who in turn attends to the distribution, which was the old merchandising theory.

Neither does it operate according to the practice of many specialty houses that sell through jobbers. The customary procedure in the heating and hardware lines is to sell only to one or two jobbers in a given territory, and then have a salesman travel in turn with the different jobbers' men as they go out over their routes. The regular man is expected to do the introducing, while the special man presents the selling arguments. That plan works all right with door-springs or flyswatters, where it is not such a trick to get a dealer to put in at least a dozen for display, but it is a little different in the heating line. In this business there are few items that can be stocked to any extent, on account of the fact that almost every building job has different specifications, and it is, therefore, almost impossible to forecast the dealer's needs. The Minneapolis company is impartial. It sells to any jobber that cares to send in an order. Naturally it has to do most of the active sales promotion, but there is also a constant effort to educate the jobber and his salesmen in more constructive salesmanship.

COMPANY WINS OUT BY MAKING MODEST CLAIMS

A popular requirement of a heat regulator, like a carburetor attachment, has been (in the minds of some manufacturers) that it should save fabulous amounts of fuel. Had the company in its in-

ception made extravagant claims it probably would not be alive today, for, failing to live up to the claims, it would have been forced out of business by public opinion. You who have stoked a house-heating plant know that saving fuel may depend as much on the man who tends the fire as anything else. A good fireman can save fuel for himself without a regulator, but he can save more with one. So the general appeal has been, not fuel saving, but the comfort and convenience to be gained when one is relieved of most of the worry of keeping the fire going. However, on account of the agitation last year by the Fuel Administration, the economy note was struck for the first time, and because people's minds were on the subject, the effect was telling. Contractors' reports showed an actual decline in building operations of about 50 per cent, while the business of the company increased some 15 per cent, being conclusive proof that the machines were being installed in old houses, and hence that the advertising was getting across.

BUSINESS KEEPS UP DESPITE NO NEW BUILDING

Here again the company's merchandising plan has vindicated itself. The different manufacturers of plumbing and heating materials, experiencing a heavy decline in business on account of the cessation of home building, have attempted to develop the salesmanship spirit among plumbers to get them to sell new models of fixtures in old houses, to make the houses modern in all respects. To make a plan of this kind succeed requires salesmanship of a high order, and it has not been forthcoming, either from the plumbers themselves or the jobbers' salesmen. To meet this situation the "trade extension movement," as described in the July 25th issue of PRINTERS' INK by Daniel Louis Hanson, was organized. Yet the Minneapolis company, being inherently prepared to meet such an emergency,

merely turned its sales crew loose on a different tack, and the deed was done. Inasmuch as their work has been educational from the start, it was not much more of a trick to administer propaganda to owners of homes already built than it had been to work on owners whose homes were in the process of erection. The results are indicated by the 15 per cent increase.

Thus do we see how essential the rendering of service has been to the successful development of the business. Though the advantages of proper heat control are many, they are not apparent unless the machine is in good working order. As is the case with all merchandise, a satisfactory regulator has proved the best advertisement. Realizing this axiom, when the company took over the Howard Thermostat Company, of Oswego, N. Y., it did so, not so much to get the good will of the business as to boost the cause of heat regulation generally, which it could do by keeping the thermostats in running order that the Howard people had already placed.

MAKES REGULATION A NECESSITY

When this Minneapolis company started its advertising a third of a century ago heat regulation consisted mainly of a system of chains connected more or less ingeniously with the check and draft, operated by hand. The company's patents were on an outfit operated electrically, so the concern was called "The Electric Heat Regulator Co." However, the trade referred to it so constantly as the "Minneapolis Regulator" that they eventually bowed to habit and took the latter name officially. The slogan used to be "The heart of the heating plant," but of late there have been so many throbbing "hearts" of various devices in advertising that the family got too numerous, and the originators have laid the phrase on the shelf.

The measure of the company's success as advertiser and merchandiser can be judged by the

fact that it has over a quarter million machines in operation; that it has held this volume in spite of the fact that the basic patents on the machine have long since expired. Furthermore, like the bath-tub people, the company has advertised heat regulation into being a national necessity, for when they began it was practically unknown.

The Minneapolis Heat Regulating Company's advertising season has usually been from September to January for the consumer and early spring for the architect and builder. In reaching the home owner, magazines have been used almost entirely, although the newspapers have been used in Chicago for the last two years, and in St. Louis and Cleveland this last year. The usual kind of helps has always been furnished to the dealer.

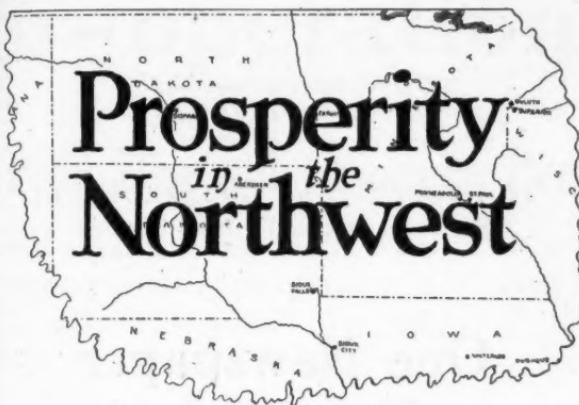
The company has not used large space, but it has kept hammering away consistently. Lately, however, the size of its space has been increased. The copy has been purely educational. It is not planned to develop a large number of inquiries, but those that are received are followed up thoroughly.

Its trade outlet in the past has been the heating contractor. However, there was no particular reason for this practice except that the heating man was supposed to "get to" the ultimate consumer at the psychological moment, namely, when he was installing a new plant. Yet the amount of skill actually required to put up one of the machines is not large, provided you have the necessary intelligence. Realizing this situation, the company has of late been cultivating the electrical contractors and jobbers, for an electrician can do even a better job of installing than the heating man, on account of his familiarity with motors and wiring.

New Orleans Women Organize Ad Club

The Woman's Advertising Club has been organized in New Orleans, with a membership of eighteen.

Prosperity *in the* Northwest



The Farm—Wheat at \$2.20 a bushel and a giant crop harvested; corn at \$1.25—the largest yield of years safely in the crib; 100,000 dairy cows in Minnesota alone produce butter fat bringing sixty-five to seventy cents a pound; hogs at \$20.00; pure-bred livestock of all breeds eagerly in demand at unprecedented prices—that's part of the picture of Northwestern farm prosperity.

The City—Merchandise jobbing houses in St. Paul, Minneapolis, Duluth and Superior are rushed with orders; Northwestern factories are working day-and-night shifts; Minnesota's mines are furnishing iron and her mills steel for the Nation's new ships. City retail stores are exceeding all previous records in sales volumes; city wages are at the high peak of history. Northwestern needs and war needs leave never an idle wheel or workman, and there is neither time nor room for other than prosperity in the urban Northwest.

The Northwestern Small Town shares the prosperity of both city and farm. Today, Northwestern small town business is at the high-water mark of its commercial history.

Consider now, what the great Northwest has to offer you. The institutions advertised on the following pages invite inquiry and investigation by all advertisers who seek distribution in a region of unexcelled sales opportunity.

"The Northwest is Prosperous"

**In Every Great Geographical
Section of the United States**

One Newspaper Dominates

*Because of its superior news service,
and because of the unviolated confi-
dence of the public in its advertising
columns*

**In the Great Northwest
This Newspaper is---**

The Minneapolis Journal

The Minneapolis Journal rigidly
excludes all questionable and
patent medicine advertising from
its columns.

Co-operation!

Synonymous with
St. Paul Dispatch - Pioneer Press

National advertisers will find in the SERVICE we give them the sort of co-operation that means the BEST and QUICKEST distribution of their products.

This co-operation is PRACTICAL. We work with you, days at a time, in placing your goods. Our methods are successful—because thorough.

We BLANKET the CITY of ST. PAUL. CONCENTRATION of YOUR advertising in OUR newspaper means the biggest returns possible in this city of 292,000 people.

The DISPATCH-PIONEER PRESS also covers well the field of Southern Minnesota, Western Wisconsin, Eastern North and South Dakota, all a part of the PROSPEROUS NORTHWEST.

AT YOUR SERVICE

St. Paul Dispatch - Pioneer Press
St. Paul, Minn.

Foreign Representatives

O'MARA & ORMSBEE, Inc.

NEW YORK

Brunswick Building

CHICAGO

Peoples Gas Building

THE WONDERFUL NORTHWEST

[Editorial in Philadelphia Evening Bulletin, October 1st]

IOWA OVER THE TOP

It used to be said that there was not a millionaire or a pauper in Iowa. At present there is about an equal number of both. It is the richest agricultural State in the Union, and has the greatest average prosperity, using the term in its proper sense. Iowa was the first State to go over the top in the last Liberty Loan, and it officially exceeded its quota last Saturday when the Fourth Loan opened.

Iowa's great products are corn and hogs; its farms are maintained in the highest state of excellence, and its homes, barns and sheds are always well painted. It has more automobiles per capita than any other State, and is always investing its surplus money. The people, at least the dominant strain, come largely of New England stock, though several generations removed through migration to New York and Ohio. Thrift, love of education, intelligence and uprightness are characteristics of Iowa.

It is to them that must be ascribed its promptness in making its present patriotic response. While it has no large cities, and seemingly cares for none—although the State has been in the Union for seventy-three years—it is well developed in the frugality, comfort and progress of its agricultural life; and in sending more than its share of men and money for the war, it acquires at this time a peculiarly honorable distinction.

not complete without the best part of *Inimitable Iowa*.

WATERLOO, IOWA, is the capital of the greatest section of Iowa; it represents this wonderful State's Intensive Manufacturing Quarter, surrounded by the *richest agriculture district*.

WATERLOO, IOWA, is the *Tractor Center*; it is where the *Wheels Go Round*. Money making men in all walks of life make up Waterloo's population—40,000.

The endorsement of Waterloo has been given for 60 years to

Waterloo Evening Courier

AND WATERLOO DAILY REPORTER

Charter Member of the Audit Bureau of Circulations

**7100 net paid in Waterloo
7500 net paid outside**

A. W. PETERSON
GENERAL MANAGER

**STORY, BROOKS & FINLEY, Representatives
NEW YORK, PHILADELPHIA and CHICAGO**

What of Duluth?

Situated at the head of navigation on the Great Lakes, Duluth just *had* to be a great city. Gigantic tonnage in lumber, grain and ore—materials upon which are founded the very existence of mankind—are cleared from this port to all parts of the world.

A city having its being through such industry must needs be populated by hardy, substantial men and women—practical people who measure up to the highest standards of good citizenship.

The Duluth Herald

Evening Except Sunday

is proud to be called a Duluth institution—born of the hardy spirit which has created a prosperity that is uniform and lasting; a prosperity deep-rooted in the very heart of Duluth's staunch progressiveness.

37,814 people read the Duluth Herald every day. This circulation has been obtained on merit alone, without the aid of special inducements, premiums, clubbing offers or other misleading methods.

The Herald's circulation is practically confined to an 80-mile trading radius, concentrated in Duluth proper and its suburbs. This circulation taps the buying power of a total population—city and suburban—of 315,000.

*The Herald has many facts of interest for
the national advertiser on reaching the
Duluth market. May we serve you?*

The Duluth Herald

Northwest's Best Newspaper

Duluth

Minnesota

LaCoste & Maxwell, Publisher's Representatives
New York and Chicago

*Minneapolis That Has Come Up
and the Tribune That Has Known It*

MINNEAPOLIS THE

Incorporated in 1867. Present population 415,748. City and suburban, 450,000.

Geographical center of North America and in the heart of one of the richest agricultural areas in the Universe.

The milling center of the world and the world's largest cash wheat market.

Distributing center of the Northwest. Has the largest wholesale warehouse west of the Mississippi.

Financial capital of the Northwest. Home of the Federal Reserve Bank, 9th District. 49 banks, capital, \$24,000,000. Bank clearings in 1917, \$1,660,622,661.

Northwest's manufacturing center—1,400 factories. Value of annual products, \$25,026,000.

Railroad center of the Northwest—nine railway systems—twenty-six railway lines.

Home of the University of Minnesota—4,000 students. Art and literary center of the Northwest. \$7,000,000 art museum and private collection. 107 public libraries and branches. 87 public schools.

The cleanest and most healthful large city in North America.

Such is Minneapolis; the metropolis of the great Northwest. The pulsing civic heart of Northwestern industrial, educational and social life.

The Minneapolis Tribune
The Dominant Newspaper of the Great Northwest

*Up with the Northwest
Down Up with Minneapolis*

THE TRIBUNE

Established in 1867. Circulation—A. B. C. Publishers' statement, March 31, 1918—Daily, 134,350; Sunday, 176,181. Published Morning, Evening and Sunday.

The Tribune circulates in the states of Minnesota, North and South Dakota, Western Wisconsin, Northern Iowa and Eastern Montana.

That the Tribune is the favorite paper of newspaper readers of the Northwest is evidenced by the fact that the Tribune sells 24,000 more copies each day than any other daily newspaper in the Northwest and 75,000 more copies on Sunday than any other Sunday newspaper published in the Northwest.

The Tribune carries more want advertisements, more cash advertising and sells advertising at a lower rate per thousand circulation than any other newspaper published in the Northwest.

The Tribune is an all day newspaper. The Morning Tribune being the only morning newspaper published in Minneapolis.

The Tribune is the only Sunday newspaper in Minneapolis with Associated Press Service.

Such is the Minneapolis Tribune; a clean newspaper in a dean city.

Publisher, W. J. Murphy; General Manager, C. George Krogness; Manager of Advertising, Gerald Pierce. Eastern representative, J. C. Wilberding, New York; Western representative, Guy S. Osborn, Chicago.

the Tribune

the Great Northwest

The Daily News

St. Paul

Minneapolis

Blankets the Northwest

Two Newspapers operated as one. Not a single copy duplicated. Coverage for the two largest cities in the district and surrounding territory for one rate—19 cents per line. Most productive circulation at the lowest rate.

Maintain largest service departments in the central northwest.

Booklet and reports on trade conditions upon request.

Also Publishers of

*The Clover Leaf Weeklies—The St. Paul Rural Weekly and
The Rural American*

Premier Publicity, Farm and Mail Order Mediums

C. D. BERTOLET

General Advertising Director

366 FIFTH AVENUE
NEW YORK

1110 BOYCE BUILDING
CHICAGO

Des Moines Newspaper Situation BOILED DOWN

From every angle of newspaper comparison, The Register and Tribune absolutely dominate in Des Moines and central Iowa.

6 Months' Circulation Averages

April to September, 1918—as Reported to the Government.

Daily Register	67,880	Combined	118,180
Evening Tribune	50,300		

Daily Capital	64,552	Combined	110,877
Daily and Sunday News	46,325		

Register and Tribune's circulation exceeded Capital and News combined by 7,303

Sunday Register	68,861	
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6 Months' Advertising Score

April to September, 1918.

Daily and Sunday	2,791,110 lines	Combined	5,681,032 lines
Register			
Evening Tribune	2,889,922 lines		

Daily Capital	2,639,224 lines	Combined	4,914,644 lines
Daily and Sunday	2,275,420 lines		
News			

Register and Tribune advertising exceeded Capital and News combined by . 766,388 lines

The Register and Tribune Company

Member A. B. C.

Des Moines, Iowa

I. A. KLEIN, NEW YORK
Metropolitan Tower

JOHN GLASS, CHICAGO
People's Gas Building

The Dominant in Farm Advertising

ADVERTISING records demonstrate with absolute certainty the leadership of THE FARMER of St. Paul, Minn. in its own territory.

In 1917 THE FARMER led all localized farm papers of America in volume of commercial advertising. This is unmistakable evidence of the estimate placed on THE FARMER by advertisers throughout America. Its comparison with other Minnesota farm papers shows even greater evidences of leadership.

TOTAL Commercial Advertising in Minnesota Farm Papers, 1917:

THE FARMER 523,741

Second Minnesota Farm Paper 275,961

Third Minnesota Farm Paper 235,741

This Leadership Extends

through all classification. The following tables indicate the extent of its advertising dominance in various lines.

AUTOMOBILE, Tire and Accessory Advertising in Minnesota Farm Papers, 1917:

THE FARMER 104,381

Second Minnesota Farm Paper 50,589

Third Minnesota Farm Paper 42,700

TRACTOR Advertising in Minnesota Farm Papers, 1917:

THE FARMER 29,900

Second Minnesota Farm Paper 14,610

Third Minnesota Farm Paper 13,520

BUILDING Material Advertising in Minnesota Farm Papers, 1917:

THE FARMER 27,600

Second Minnesota Farm Paper 8,267

Third Minnesota Farm Paper 5,327

DAIRY Supplies and Barn Equipment Advertising in Minnesota Farm Papers, 1917:

THE FARMER 14,700

Second Minnesota Farm Paper 3,250

Third Minnesota Farm Paper 81

ADVERTISING of Farm Implements and Machinery in Minnesota Farm Papers, 1917:

THE FARMER 47,600

Second Minnesota Farm Paper 25,618

Third Minnesota Farm Paper 13,523

FOOD Products Advertising in Minnesota Farm Papers, 1917:

THE FARMER 16,120

Second Minnesota Farm Paper 12,483

Third Minnesota Farm Paper 5,726

the Paper Of This Northwest

HOME state advertising is another important test. The advertising which any paper carries from its own locality gauges its standing with its "home-folks"—advertisers who are on the ground and know local conditions.

ADVERTISING from Minnesota Advertisers in Minnesota Farm Papers, 1917:

agate lines
THE FARMER 99,041

Second Minnesota Farm Paper 52,372

Third Minnesota Farm Paper 35,614

1918 Volume Keeps Up

despite war conditions. Do you want later evidence? Here are some figures for the first six months of 1918.

TOTAL Commercial Advertising in Minnesota Farm Papers First Six Months of 1918:

agate lines
THE FARMER 340,423

Second Minnesota Farm Paper 139,481

Third Minnesota Farm Paper 126,045

With a pronounced leadership in advertising volume of all classes leaves little doubt as to the judgment of the advertising world as to the best medium for covering the Central Northwest.



A Journal of Agriculture
ST. PAUL

Webb Publishing Co., Publishers

Eastern Representatives,

WALLACE C. RICHARDSON, Inc.,
381 Fourth Ave.,
NEW YORK

Western Representatives,

STANDARD FARM PAPERS, Inc.
1341 Conway Bldg.,
CHICAGO

MEMBER AUDIT BUREAU OF CIRCULATIONS

The Superior Telegram Is Northern Wisconsin's Only Big Daily Newspaper

The Superior Telegram covers 165 cities and towns in Northern Wisconsin. No other daily newspaper has general circulation here—no other big daily is published in this field.

Advertisers cannot cover Superior with Duluth newspapers. Superior trade cannot be obtained through Duluth distribution. The Telegram reaches 98% of Superior homes and 66% of the homes in Superior's trading radius.

Superior's population is over 50,000—city and suburban, 130,000. Superior's citizens are buying freely of life's necessities and luxuries. The prosperity that abounds throughout the Northwest is distinctly evidenced by the increased buying power of Superior's inhabitants.

Three lines of industry alone are paying over \$1,000,000 a month to their employes in Superior.

THE TELEGRAM'S CIRCULATION

(After Oct. 1, 1918, all mail subscribers not paid in advance having been cut off as per government orders.)

In Superior	8285 Paid Daily
In Northern Wisconsin....	6096 Paid Daily
Other Mail Subscribers....	1002 Paid Daily

**TOTAL PAID IN ADVANCE
CIRCULATION 15,383**

(Extras and Daily Noon Edition Not Counted)

The Superior Telegram
Northern Wisconsin's Dominant Newspaper

FARM PROSPERITY

The farmers of the states of Minnesota, North Dakota, South Dakota and Montana will have

\$750,000,000.00

more than in 1917

\$50,000,000.00

of this is due to FARM, STOCK & HOME getting twenty cents added to the 1918 wheat price.

FARM, STOCK & HOME added at least

\$5,000,000.00

to the 1917 farm income by forcing a modification of the Federal Grain Grades, but even as modified they are still robbing the farmers, and FARM, STOCK & HOME is keeping up the fight.

Farm Stock Home

Minneapolis, Minnesota

"The Foremost Farm Paper of the Northwest"

REPRESENTATIVES

- | | |
|------------------------|--|
| J. C. Billingslea..... | 1119 Advertising Building,
Chicago, Illinois. |
| A. H. Billingslea..... | No. 1 Madison Ave.,
New York, N. Y. |
| A. D. McKinney..... | Post-Dispatch Building,
St. Louis, Mo. |



CONSERVATION OF PAPER

*For the People
By the Government*

The War Industries Board at Washington put into effect August 1st certain regulations relative to weights of Book Papers.

The entire trend of this ruling is for lighter weights in Machine Finish, Super-Calendered, English Finish, Antique Finish and Coated papers.

This means a conserving of raw materials and coal—an equal amount of printing surface per ream of paper and the consequent production of a greater number of reams within a given time.

The Seaman Paper Company, through its entire national organization, has carried out for years this very idea. It stands for economy in manufacture and its consequent benefit to the consumer—not only from the standpoint of paper cost, but equally as great from the standpoint of distribution charges on the printed sheet.

SEAMAN PAPER COMPANY

Chicago
St. Louis
Cincinnati

Milwaukee
Minneapolis
St. Paul

New York
Buffalo
Philadelphia

Western Agents: GENERAL PAPER COMPANY
Seattle Portland San Francisco Los Angeles

Builders and distributors of paper for every known use

Your Advertisement in

The Twin City Commercial Bulletin

—a live, progressive weekly journal, going to the dry goods merchant, the shoe retailer, the grocer and the general merchant.

Or in

The Hardware Trade

—an equally progressive trade paper, issued on alternate Wednesdays, and going to the hardware and auto accessory dealer, will give you effective introduction to the best, most successful and prosperous merchants in the great and prosperous Northwest.

Ours are the only papers of their kind published in and for and read extensively by the retailers of Minnesota, North Dakota, South Dakota, Montana, Wisconsin, Upper Nebraska and Upper Iowa.

*Commercial Bulletin - Weekly
Hardware Trade - Bi-Weekly*

Always glad to give information
and quote rates

COMMERCIAL BULLETIN CO.

MINNEAPOLIS

ST. PAUL

FARM IMPLEMENTS AND TRACTORS

The Only Trade Paper Published in the Northwest Identified with the Farm Operating Equipment Business.

Reaches the Dealers

IN THIS

Billion Dollar Field

Is their local trade paper and the Official Paper of two of the strongest dealers' associations in the country.

The Government's Figures:

TOTAL VALUE OF CROPS OF WHEAT, OATS, BARLEY, RYE, CORN AND FLAXSEED

Minnesota	\$439,915,380
North Dakota	338,716,340
South Dakota	376,169,350
Montana	89,137,760
	<hr/>
	\$1,243,938,730

YIELD (IN BUSHELS) OF WHEAT, OATS, BARLEY, RYE, CORN AND FLAXSEED

Minnesota	366,198,000	Bushels
North Dakota	240,575,000	Bushels
South Dakota	295,156,000	Bushels
Montana	58,633,000	Bushels
	<hr/>	
Total.....	960,562,000	Bushels

Our facilities, the product of more than 25 years of intimate association with the implement business in this territory, are at your service.

Correspondence Solicited from Advertisers and Advertising Agencies. We co-operate with you.

FARM IMPLEMENTS AND TRACTORS

Suite 1018, Lumber Exchange

Minneapolis, Minn.

FARMER and BREEDER

Sioux City, Iowa



Iowa—a field distinctively its own. Since 1915 this section of the northwest has been the prosperity center of the United States.

STANDS HIGH IN ITS OWN FIELD

That Farmer and Breeder stands high in its own territory is best evidenced by generous patronage received from advertisers in our immediate field. From 58% to 82% of our advertising patronage comes from advertisers located west of the Mississippi river, while only from 22% to 35% of the business of our competitors comes from advertisers located west of the Mississippi. If successful western advertisers can use our publication profitably so can eastern advertisers.

HAS CONCENTRATED CIRCULATION

Our 80,000 circulation is highly concentrated in the Golden Egg Territory. In connection with the purchase of circulation, remember that an ounce of concentration is worth a pound of scatteration. "Take the ounce—it's cheaper." Rate 45 cents an agate line.

**THE PAPER SPEAKS FOR ITSELF. WRITE FOR
A SAMPLE COPY**

SPECIAL REPRESENTATIVES

Chicago Office.....	G. Logan Payne Co., Marquette Bldg.
New York Office.....	G. Logan Payne Co., Fifth Avenue Bldg.
Boston Office.....	G. Logan Payne Co., Publicity Bldg.
Detroit Office.....	G. Logan Payne Co., Kresge Bldg.
Minneapolis Office.....	R. R. Ring, Palace Bldg.
Kansas City Office.....	G. F. Dillon, Republic Bldg.
St. Louis Office.....	R. M. Saylor, Chemical Bldg.

covers thoroughly the Golden Egg Territory—southeastern South Dakota, southwestern Minnesota, northeastern Nebraska and northwestern

The Northwest a

Let us take this occasion to introduce our Northwest manager, Scott Smith.

Many years ago this company had the breadth of vision to see the amazing possibilities of the Northwest.

Twelve years ago we established our branch office at Minneapolis to aid in the development of Northwest advertisers seeking wider distribution. And also to serve our clients from outside this territory in gaining distribution in this field.

For more than twenty-six years our organization has rendered distinguished service in advertising and merchandising.

A number of our most valued clients are Northwest concerns. Some we have served specifically in this market—others have extended their activities to the national field.

Critchfield
& COMPANY

CHICAGO

MINNEAPOLIS

t and the Nation

There is hardly a branch of industry that has not profited greatly by our service. Small advertisers have grown big — big advertisers have grown great. And all have contributed much to our experience.

We now have branches in New York, Boston, Detroit, Minneapolis, co-operating with our Chicago staff.

Our Export Department also offers fertile opportunity at this important time to carry the advertiser's activities beyond the boundaries of the nation to all parts of the world.

A communication to any of these offices will bring immediate action.

Critchfield
& COMPANY

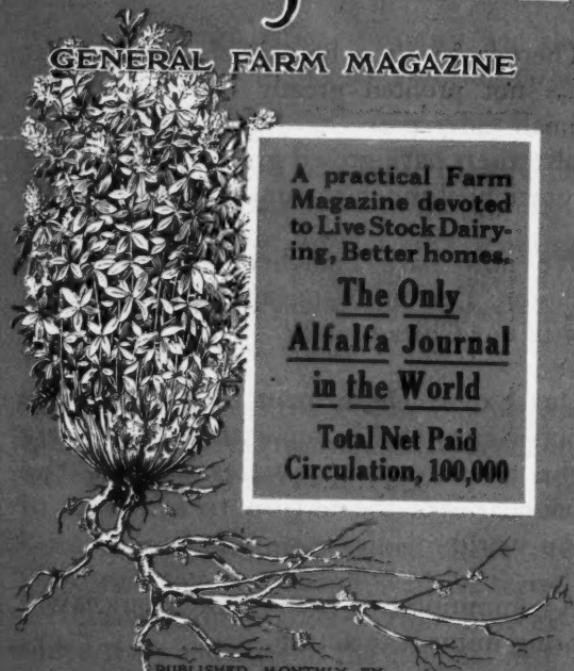
DETROIT

NEW YORK

BOSTON

NATIONAL
ALFALFA JOURNAL

GENERAL FARM MAGAZINE



A practical Farm Magazine devoted to Live Stock, Dairy-ing, Better homes.

The Only
Alfalfa Journal
in the World

Total Net Paid Circulation, 100,000

PUBLISHED MONTHLY BY
THE NATIONAL ALFALFA JOURNAL CO.
CHICAGO, ILL., AND SIOUX FALLS, SOUTH DAKOTA

Intimate Knowledge *of the* Great Northwest

and its market possibilities makes our services of great possible value to you. For fifteen years we have studied, at close range, every phase of this market, its peculiarities and its possibilities.

With our assistance, hundreds of manufacturers have secured thorough distribution and large sales. From our experience we know how to appeal to the hearts and pocket-books of the prosperous people of this section.

We can help you. We have the facilities, a fully organized agency, efficient in every department. We will gladly work in co-operation with the advertising agent of any national advertiser outside the Northwest.

The expansion of the Great Northwest is reflected in our own organization. Last month we moved into specially arranged new quarters where we have more than double the space previously occupied.

Put your advertising and selling problem up to us. A frank discussion of it by correspondence or personal interview entails no obligation. We may be able to point out to you some undreamed-of possibilities for your product.

Mitchell Advertising Agency, Inc.
806 Mary Place, Minneapolis

The Northwest



YES, "the Northwest is prosperous." Bountiful crops and high prices for several years—and this year record-breaking crops of all kinds—have established the prosperity of the Northwest on an unprecedented basis.

"THE DAKOTA FARMER EMPIRE" lands are the land of "magnificent distances" as an environment where wheat is raised by townships, section, yet has developed into a diversified farming section the equal of any—has come into its own. This year every crop has reached a maximum production. The buying power of this Empire—always large in comparison to population—has been tremendously increased.

"The Dakota Farmer Empire" No.

Is served by one of the outstanding farm papers of the country—THE DAKOTA FARMER. Established in 1881, THE DAKOTA FARMER has "grown up with the country" and is known, not only as the Home Farm Paper, but as an institution separably linked with the prosperity and progress of its section.

THE DAKOTA FARMER is "outstanding": BECAUSE of editorial merit; BECAUSE of its service to subscribers; BECAUSE it carries more commercial advertising than any other semi-monthly farm paper; BECAUSE it carries more livestock advertising than any other semi-monthly farm paper; BECAUSE it carries a larger total of paid advertising than any other semi-monthly farm paper—and it is all clean, high-grade business; BECAUSE it nearly always stands close to the "top of the list" for returns on the advertising investment.

"DAKOTA," to many, means wheat—and it sure is a wheat country. But do you know that South Dakota raises much more corn than wheat? Have you noticed the Dakotas and Montana stand in relation to other states in the production of buckwheat? And oats? Have you a correct idea as to the meat production?

Just a word about livestock: Does it not spell prosperity? In the issue of October 1, 1918, THE DAKOTA FARMER carried 21½ pages of livestock advertising—PAGES NOT COLUMNS. October 15th it carried 38½ pages of livestock advertising—and lost only 10 pages because it could not be handled.

Manufacturers of meritorious articles can secure live dealers in "THE DAKOTA FARMER EMPIRE," especially if the goods are backed by advertising in THE DAKOTA FARMER. We are here to serve you.

THE DAKOTA FARMER
ABERDEEN, SOUTH DAKOTA



NATIONAL
FARM POWER
Guaranteed
True
Advertising

Calling You

MINNESOTA—one of the greatest states in the Union—is again marketing record-breaking crops. "AGAIN" marketing is right, because record-breaking crops are a habit.

Minnesota. Acre for acre, Minnesota records are the equal of any, and the state has an enviable record for consistent action.

far Twin City (Minneapolis and St. Paul) Wholesale Trade Territory is one neglected by few manufacturers of timber. The buying power of the farmers of this territory is well known, as is the ability of Twin City districts to market any meritorious article. Each section is served by



Part of the National Farm Power

Northwest Farmstead

Published semi-monthly, and devoted exclusively and intensively to the needs of its chosen field. For years NORTHWEST FARMSTEAD has been carrying the message of better farming to its readers—not in essays by chair editors, but by practical discussion of farm problems by those working them out in daily life.

NORTHWEST FARMSTEAD has always been a "good producer" for its advertisers; NORTHWEST FARMSTEAD has consistently been a better "producer" each succeeding year; NORTHWEST FARMSTEAD will this year be a better "producer" than ever.

Advertiser—NORTHWEST FARMSTEAD offers you an opportunity to create a demand for your product in a territory where distribution is easy and the people have the means and the desire to equip their farms for most efficient use and their homes with the comforts and conveniences that farmers need and desire. Although most of this section is well developed, the needs of the nation in prices for farm products are rapidly bringing every idle acre into use. Lowered prices for wheat and livestock means an immense production next season, millions of dollars will be expended by farmers in new equipment.

Minnesota is a great livestock state—and NORTHWEST FARMSTEAD is its paper. Just now Minnesota has something like 1,400,000 head of beef cattle, 2,075,000 hogs, and is the fourth dairy state in the Union.

Do not overlook the Twin City Wholesale Trade Territory when planning your sales campaigns—and back them up by advertising in NORTHWEST FARMSTEAD.

**NORTHWEST
FARMSTEAD**
MINNEAPOLIS, MINNESOTA

Making the Lettering of the Tradename Give Advertising Value

Stories About the Making of Some Distinctive Names—A Filing System for Use

By a Commercial Artist

A NEW YORK type expert assures us that "Type Can Be Made to Talk."

It is a form of speech peculiarly difficult and, closely analyzed means simply this:

"Type can be made to take on pictorial interest to the eye. It may possess qualities entirely apart from the compositor's viewpoint. Both in arrangement and in physical makeup it can live in an illustrative sense."

The untiring search for "attention-compelling value" has produced new and novel fonts of type. An advertiser's story is often told with exquisite charm, artistic merit and novelty through the medium of innovative type. Some conception of the choice may be gleaned when we say that the ordinary "Type Book" comprises a meagre little volume of some 500 pages.

But it is in display lines that even greater cleverness has been shown of late. Ten years ago a trade name was set in type or hand-lettered, with no creative effort beyond conventional scrolls—usually difficult to read.

Now trade names are built to endure in the public mind.

They are made unforgettable through employment of shrewd pictorial adjuncts.

Lettering must reflect the very bone and sinew of its message.

All of which has had a tendency to make advertising less monotonous and infinitely more readable.

An advertising manager, in conference with his agency heads, made this significant statement:

"Hereafter, with all of our lines and in all of our advertisements, it is my ambition to make every detail of type and border assist in putting over that particular story. White space is expensive. If I do not take advantage of these op-

portunities I believe I am doing an injustice to my people. A trade name in plain, every-day lettering is not enough; there are so many trade names and they all look so much alike to the layman. We must devise some method of putting individuality into our trade names beyond the mere creating of peculiar twists and angles and basic forms."

A very excellent example of this is the astonishingly simple yet effective name plate devised for Disston saws. By the addition of crisp, saw teeth to the outer rim of the letters, that name becomes a power in its own right. The constant use of the name Disston, with the peculiar, jagged lettering, will stamp that word on the mind past all effacement.

The process was simple. "How can we give vigor to our name-plate?" a member of the organization asked. "It's merely a word now; just letters, strung together." And, by a process of study and elimination and many rejected suggestions, the really brilliant inspiration came to one man and the artist put it in practical, working form.

VISUALIZING CEMENT IN THE NAME PLATE

Cement dealers are enthusiastic in their praise of an equally ingenious type novelty for the Edison product.

What was more obvious than to form the name of blocks of cement, skilfully welded together, yet for twenty-five years no one seemed to think of it. The new name-plate, whether used in newspapers, magazines or posters, is a pictorial visualization of the business. It is virtually an ad in itself. It means taking advantage of white space down to the very tiniest detail.

Mr. John A. Dickson

has been appointed

Associate Publisher

and

Advertising Director

of the

CHICAGO
HERALD EXAMINER
AND

M. D. HUNTON
Eastern Representative
1834 Broadway
New York

OFFICE:
326 West Madison Street
Chicago

This Edison cement display was painted on giant displays, and the cement blocks were made life-size. There is a strength, stability and sturdiness to the name that is really surprising.

directly concerned in the building of an advertisement.

Some months ago, PRINTERS' INK carried a story of stimulating the eye and the mind through the medium of "speed" in an illustration. It was a constructive article, for it illustrated how to accomplish this. Since the appearance of this article, its basic principles have been generously adopted and adapted. The writer aspires to put the same practical purpose in the present story, and the filing system will be found indispensable.

On every bottle of Listerine the name is raised on the glass. This lettering is not otherwise distinctive. It is a plain, unimaginative block text. Experiment developed the "glass letter" reproduced with this article. Where the name Listerine is used in large size, it is modelled, with air brush, in such a fashion as to seem raised from the paper and is a faithful reproduction of the raised-glass type of the container. This scheme has the added advantage of linking

up the display name in the body of the advertisement with the name as it is blown in the bottle.

The Goodyear people consider their trade name display of "Blue Streaks" (tires) a material asset.

NICE OAK
BLUE STREAKS
EDISON CEMENT

Start **LAMBOUGH**

DISSTON
Tire Service
LISTERINE

Scoff Tissue Towels

SGOOD LENS

OAK
THE SILENT PARTNER OF ARCHITECTURE

DIM-A-LITE
Sunshine

Goodyear

A GROUP OF TRADE NAMES WHOSE DESIGNS ARE SUGGESTIVE

We shall have more to say, further on, of the need of a filing system of lettering, and the great constructive help to be derived from such a collection. This file will prove invaluable to anyone

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White lines were drawn through the quite ordinary letters and — presto — the name took on animation, action, zip and go. It dances on the page. It speeds before your very eyes. It gives new life to every piece of copy it adorns—and one wishes to associate tires with the speed thought.

There is subtlety in the display of Sunshine biscuits. These letters are "built up" and are presumably standing in a brilliant light, thereby excusing the shadow cast from them on the ground. That sunshine idea is "put across" instantly. The name becomes animated—a unit in fastening the name upon the mind.

LETTERING DENOTES QUALITY

We commend your attention to the very excellent method of intensifying the drawing power of a trade name, as demonstrated in the single word "Nice." It is a line of paints and varnishes, and one obstacle had to be overcome at the start off. The name was an unusual—a "fussy" one. But this firm has really forced "Nice" into the limelight, making the reader think only of its smart display. Letters formed of the graining of wood, and a hand, with varnish brush in the act of applying a coat of finish—no conventional type could hope to match this resourceful scheme for sheer, unflagging eye-interest. You simply can't pass that page without stopping.

You may not have given the matter any thought, but many times a seemingly irrelevant line of lettering has been drawn with deeper significance than merely bold display and eccentricity of type. There is the ScotTissue trade name, for instance. These paper towels are made of crinkly, crumpled paper. Without any attempt to reproduce the actual texture of the towel, the artist has put much of the character of rumpled up ScotTissue into the name-plate. It is exceedingly distinctive without being as pictorially ambitious as some of its neighbors in the advertising section.

Not long ago an ad man was brooding over the trade-mark pos-

sibilities of the name "Dim-a-lite," a patent attachment which enables the consumer to regulate the power of electric light, to turn it up or down at will. First off, the display name was sketched in outline. Then the real idea came almost by accident. Starting off with the first letter plain white, the others were shaded gradually, until almost full strength black was reached in the middle letter—"A." Then the gradation commenced again, terminating in a white letter. "Dim-a-lite's" story is really told in its trade name.

More and more attention is being paid to the significance of hand-lettered name-plate and caption. There is no question that this has been brought about by the knowledge advertisers have of the value of continuity—something characteristic, something "pat," something unforgettable. And just think—only a few years ago trademark lettering was made up of rather meaningless scrolls and flourishes, with very little to differentiate one from another.

We all know the astounding history of zinc—how the pounding away in farm journals and business papers, with a glorified presentation of the single word itself, compelled people to think about or ask about and wonder about this metal who had never given zinc a second thought before.

A sturdy campaign has gained headway on oak — oak as the silent partner of architecture. The three letters have been idealized in oak itself, giving that one short word a sturdy power and dignity foreign to previous advertising along similar lines.

HOW GOOD TITLES MAY BE FILED

A system of filing and tabulating what has been done in the past in this respect, what is being done and the various styles, fonts and ramifications of hand-drawn lettering is one of the real requisites of those engaged in the creation of advertising. Such a file is a constant inspiration to the user. The usual cabinet drawer or unit will suffice, but this drawer, having capacity for at least forty individual envelopes, should be sep-

arate and distinct from all other filed data. Each envelope carries a descriptive head and in the course of a business year, by careful clipping from all publications, each department of lettering can fairly bulge with picked examples of the best in that particular line. Some of these divisions may be as follows:

Novel and Unconventional.
Architectural.
Heavy Blacks—Massive.
Lettering to Suggest the Ultra Artistic—Effeminate.
French Old Style.
Block.
Eccentric.
Small Caption Text.
Crayon Lettering.
Raised Effects.
Modelled.
Striking Display.
Running Script.
Variations of Post New and Old Style.
Ancient.
Ecclesiastical.
For Distance Reading—Posters, Etc.

These captions represent only the "high spots." Period lettering will cover at least fifteen envelopes, with each class absolutely individual, yet each in turn productive of any number of interesting variations. For the advertising artist or the agency man who is feeling about with a fussy client, the file settles many a knotty problem. Just the other day an entire campaign of over thirty full pages hung fire because the advertiser could not be pleased in the matter of display lettering. Back in the corner of his head he has a misty idea of what he really wanted, but was quite unable to visualize it in words. A deplorable number of sketches were submitted and as promptly turned down. In proportion to the trouble taken was the increasing impatience of the client. Finally someone thought of a lettering cabinet across the street in an art studio, and Mr. Hard-to-please was turned loose in a pasture of infinite variety. He grazed luxuriantly for a half-hour and then came forth with chuckles of satisfaction, waving a clipped sheet over his head. "Here's just what I want—make the lettering like this!" was his exclamation.

In every envelope there are separate cards, upon which styles of

lettering are neatly mounted. This prevents them from being lost or misplaced. Also it provides for dividing the samples in little groups, although under one head.

When a series of advertisements—a booklet or a trade campaign or a poster is in the earlier preliminary stage, what a source of satisfaction to be able to spread out a living panorama of type possibilities! For every campaign demands some specific kind of lettering—some characteristic display, peculiar to the product and the argument and calculated to assist psychologically in putting over the message. If, every time you see a compelling line of lettering you will clip it and place it under its descriptive head, such a file will be found to grow with really surprising rapidity.

Painting the Lily for Fur Buyers

Purchasers of fur garments in St. Paul this season need not be deluded by the fanciful trade names that are often applied, if they read the advertising of the St. Paul Advertising Club's Truth-in-Advertising Bureau. In newspaper space the Bureau says:

"The better furriers gladly tell you the real name of any furs you buy. They will also inform you as to the trade names, if you desire, for whatever aesthetic pleasure it may give you, but you are entitled to know from what animal the fur actually comes, because this is important in determining the real value. Those few furriers who refuse to give the real name of their furs, capitalizing the confidence created by the honest advertising of better merchants, hide behind fictitious and fancy names and sell inferior furs."

Some of the trade names that have been given to the furs of more or less "plebeian" animals are listed by the Bureau, among them the following: Belgian Hare, called "Baltic Lynx"; White Belgian Hare, "Baltic White Fox"; Dyed Skunk, "Black Marten"; Manitoba Wolf, "Kamschatka Fox"; American Opossum, "Russian Marten"; China Goat, "Siberian Bear"; Dyed Dog, "Fox" and Dyed Goat, "Wolf."

New Chicago Service Bureau

Will H. Howell, for the last three years western sales manager of the American Lithographic Company, and L. E. Kreider, Minnesota and Wisconsin representative for the same company, have formed a partnership and will conduct a service bureau in Chicago. They have formed connections with several houses and will handle printing and lithography.

The Modern Priscilla

*announces the appointment
of*

EARLE R. MACAUSLAND

*formerly
Western Advertising Manager
as*

Assistant Advertising Director

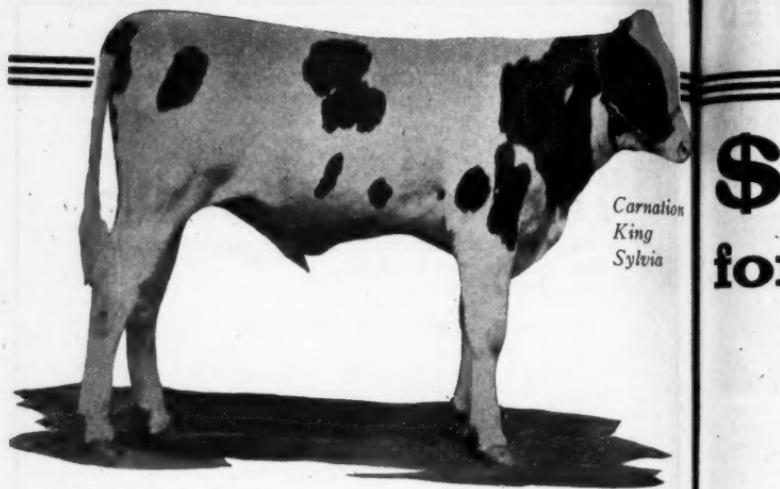


*Also
the appointment of*

J. S. HURLBUT

as

Western Advertising Manager



Reach this rich field through

Holstein-Friesian World

is the Holstein-Friesian breeder's trade paper. It is his "Printers' Ink." It enjoys his confidence. It serves him as no other agricultural publication can, for it is to the World that he looks for the information which keeps him in step with his business.



*Service in Holstein
News and Advertising*

Did you know that the Holstein breed produces 75% of the nation's dairy products? Selling a product to Holstein breeders is equivalent to selling it to a whole community. For these leaders mold public opinion in this great billion-dollar industry.

HOL

F. T. P.
Bus

\$106,000 for a Bull Calf

Holstein breeders went "over the top" at Milwaukee in June when this price was paid for a six-months-old bull calf, whose dam is the world's largest milk producer.

Holstein breeders think and deal in big figures. They get big money and spend it for the things these bovine aristocrats must have. They are the men that every manufacturer, every dealer who sells dairy and farm equipment wants to know more intimately.

through its trade paper

Holstein-Friesian World

has a circulation entirely among Holstein-Friesian breeders. There is no waste; it is 100% efficient. Every shot counts, for the World reaches the leaders of the dairy industry. What the leading Holstein breeder does, it has been demonstrated, is the correct thing for the other fellow to do also.

Specific information regarding the use of the Holstein-Friesian World, in marketing any product that the dairy farmer requires or should have for the successful conduct of his business, will be furnished upon application.
Write

HOLSTEIN-FRIESIAN WORLD

F. T. PRICE
Business Manager

SYRACUSE, NEW YORK

WOODWARDS INCORPORATED

*A Business Organization
Headed by Business Men*



W. B. WOODWARD
President

WOODWARDS INCORPORATED

is an advertising company founded by business men on the proposition that advertising should be based on, and conducted in accordance with, sound business policy.

The notable success of this agency in serving, as clients, a number of the leading business houses of America, testifies to the fact that there is a substantial place in the advertising world for an organization of this character.



L.B. WOODWARD
Treasurer

WOODWARDS INCORPORATED

believes in loyalty to its clients' interests; therefore it makes it a practice to give them more than the expected good service.



C. L. BARRITT
Vice-President
and Gen'l Manager



G. E. INGHAM
Secretary

WOODWARDS INCORPORATED

CHICAGO, ILLINOIS

Uncle Sam's Megaphone

(Continued from page 8)

upon these rulings, any more than it presumes to interpret the statements of the War Department or its subsidiary bureaus.

"That is one of the most widely held misapprehensions in regard to the Committee," Mr. Creel told me. "There seems to be a persistent belief that our Committee interprets and comments upon the happenings in the course of the war. This is absolutely false. We publish facts, and facts only. We are scrupulously careful never to make a statement which could be interpreted as being individual opinion. Our thirty-three booklets and pamphlets have been distributed to the extent of 30,000,000 copies, yet no one has ever been able to complain of an unfair or partisan presentation of any of that vast bulk of material.

"During its first year the accuracy of the Committee in statements of fact has been called in question three times. When you consider the enormous mass of material which has been distributed during that time, I think any fair minded critic will admit that we have made a record which has probably rarely been exceeded by any privately operated news organization. But as a matter of fact, in one of those three instances, the Committee's statements which were called in question were afterward verified from official sources. The truth of a report of an attack on American transports by submarines, made public on July 4, 1917, was denied by a correspondent attached to the British Fleet, who was afterwards expelled from that position because of his action; and our original report was verified absolutely by the official statement of Rear-Admiral Gleaves.

"The second and third of the three instances had to do with photographs of airplanes, which should have been labeled specifically 'training planes,' but were not; and a story dealing with the

creation of the Liberty motor, which did not give an accurate impression either of its origin or its quality. In neither case did the questioned material originate in the Committee.

"At the time when these three instances developed, our Committee was in the position of receiving reports from the various bureaus of the War Department, which we were required to publish verbatim without any opportunity for verification. This system has now been changed. A trained newspaper man who represents the Committee is now permanently attached to the staff of each important military and naval department, and it is his task to prepare material emanating from that department, the authenticity of which he is in a position to guarantee absolutely. This representative has complete access to all the books and records of the department to which he is assigned; he is given full co-operation, and every article prepared by him must be examined and O.K.'d by the head of the department and by the individuals from whom the information was secured, before it even comes to the Committee on Public Information, where it is again gone over for accuracy. In this way there is a triple or quadruple check on the facts, and I think I am not exhibiting undue optimism when I say that we have now reduced the possibility of error to a minimum."

SELF CONVICTION BY GERMANY

I have taken space to explain this practice in detail because it is a fundamental policy of the entire Committee on Public Information. The thirty-three booklets already mentioned, and which have received a distribution of more than 30,000,000 copies, contain no statements the authenticity of which is not guaranteed. Several of these booklets (which were described by the writer some time ago in PRINTERS' INK) deal with Germany's "Kultur," with her barbarous war practices, and her outrageous treatment of civilians in conquered territory. It would have

been easy to make these booklets bitter arraignments of Germany by the authors themselves. Instead, however, these publications have been carefully compiled from unquestioned sources. Germany's barbarous philosophy of conquest is proved by quotations from recognized German writers. Her treatment of Belgium is shown by quoting official documents and sworn statements. If there is an expression of opinion not supported by fact, anywhere in the publications of the Committee, the writer has been unable to find it after reading some millions of words put out by this organization.

In spite of this strict adherence to the principle of recording fact and fact only, the work of the Committee is divided very clearly into two parts. The first of these is of course the distribution of actual news—the record of happenings which won't wait.

And in the second place, the Committee has created a tremendous machinery which distributes material no less concrete and definite, but nevertheless of a different character. In this category must be included its syndicated articles on various phases of war work; its motion-picture enterprises, like "Pershing's Crusaders," "America's Answer" and the "Allied War Review," most of the work of its Four-Minute Men, and a score of other activities, some of which, though well known to the public, have no connection in the minds of most people with the Committee at all.

A MULTITUDE OF ACTIVITIES

Some idea of the scope of these activities is indicated by a list of the various divisions.

The Four-Minute Men.—These are 60,000 volunteer speakers organized into 5,200 local groups, speaking for the most part in motion-picture theatres, and simultaneously discussing the same topic (chosen by the Washington officials) throughout the nation.

Motion-Picture Division.—This division collects, edits and releases not only news films showing war

activities here and abroad, but special features, such as "The Immigrant" (designed to stir the patriotism of the foreign born) and "Pershing's Crusaders," which recorded in epic fashion the raising of our first army to fight in France.

Advertising Division.—Readers of PRINTERS' INK are already familiar with the work of this division, which brings together at a single source, the campaigns on behalf of various Government activities requiring the use of display space; accepts donations of space in periodicals and other media; prepares copy and orders insertions.

Picture Division.—The division for handling "still" pictures, releases war pictures to newspapers and other publications; censors about 700 submitted pictures of war activities a day; makes stereopticon slides for the use of public speakers, ministers and schools; and sells unmounted photographs to private individuals for their photograph albums at a fraction of their cost.

News Division.—The work of this division has already been discussed in this article. In addition to its matter for Washington correspondents, it prepares a weekly summary of war news for thousands of weekly papers throughout the country.

Official Bulletin.—The title explains sufficiently the work of this division of the Committee.

Syndicate Features Division.—This division, recently abolished, prepared a special syndicate service for Saturday and Sunday newspapers. Several hundred well-known writers prepared articles which were also distributed in this way. The division also aided magazine writers who wished to write on the war.

Division of Civic and Educational Co-operation.—This division has undertaken the work of preparing the pamphlets which we have already discussed, and of which some 30,000,000 have been issued.

Foreign Language Newspapers.—This division prepares editorial

and news matter for publication in the foreign-language press of the United States. It also reads all newspapers and if any material is found which seems to need official action, the matter is called to the attention of the Department of Justice or the Postoffice Department. It reads all newspapers received from Germany or Switzerland, and translates their contents when it is deemed worth while, for the information of other divisions of the Committee.

LAYING AMERICA'S IDEALS BEFORE THE WORLD

Division of Foreign Education.—One of the most important branches of the Committee. It has two main branches, that of news and that of feature articles. The news department sends a daily wireless message of important, constructive American news to all the important capitals of Ally and neutral countries. The feature article division sends short articles, mostly less than 1,000 words in length, and often illustrated with photographs, to newspapers and other periodicals all over the world. They deal with characteristic features of American life. An interesting corollary of this work, though not in any sense a subordinate division of it, is the airplane service and allied efforts, by which statements of American purposes and ideals in connection with the war are brought to the attention of enemy peoples. The importance which the German government attaches to them is indicated by the death penalty which has been threatened to any German subject caught with one of them in his possession.

Foreign Born Division.—This division works among the twenty-three non-English speaking nationalities in the United States, aiding in the formation of patriotic nationalistic societies, Americanization efforts, etc.

Poster Publicity Division.—This division has secured the volunteer services of well known American artists in preparing war

posters to be used in the various "drives" and otherwise. Its activities have already been discussed in PRINTERS' INK.

Division of Public Speaking.—Arranges speaking tours for well-known public men, lecturers, soldiers, etc., both Americans and from our Allies. Also organizes State campaigns to suit local needs (but should not be confused with the Four-Minute Men, whose work is of quite another character). This division arranged the tours of the "Blue Devils," the Belgian soldiers from Russia, Pershing's veterans, etc. It also takes charge of tours of visiting newspapermen from allied or neutral countries.

Service Bureau.—The Committee has established at Fifteenth and G streets, Washington, a bureau which gives information on every possible phase of war work; records all changes in personnel in all departments (of these there are several hundred a day); tells visitors to Washington on business the names of the departments they are in search of, and whom to see there; and answers similar inquiries by mail.

Naturally, not all these divisions are of equal importance. Several have been abolished after experiment had proved that, with the limited funds at the Committee's disposal, they did not justify their cost; and others may be added at any time that they seem advisable. It is this flexibility of the Committee on Public Information which is perhaps its greatest justification. These are changing times; and the organization which seeks to interpret the developments of America's relation to the war, must needs be capable of modification in accordance with these developments.

Burlingame with McJunkin Agency

C. H. Burlingame, formerly advertising manager of the Morton Salt Company, Chicago, and more recently associated with the Fishback Company, Indianapolis, has been elected vice-president of the McJunkin Advertising Company, Chicago. His connection with this company will date from October 28.

GAIN 56.3%

in September,
October and
November over
the same months
of last year in
advertising
carried by

Farm Life

which is a war-
time showing

I am very
proud of

C. A. TAYLOR

Publisher

Farm Life

Spencer Indiana

War Brings About Another Worth-While Reform

AMERICAN OPTICAL COMPANY
SOUTHBURY, MASS., Oct. 7, 1918.

Editor of PRINTERS' INK:

There is one item of news which I believe to be of far-reaching importance at this time and well worth editorial comment in your publication. I refer to the fact that the optical industry, through its War Service Committee, has brought about the adoption of the decimal system for quantities for all its goods, doing away with the old cumbersome English system of dozens and fractions of dozens in use for so many years.

It was possible to do this because the War Service Committee of the Optical Industry has just adopted a complete standardization of manufacture in all its lines, undertaken at the request of the War Industries Board for the purpose of conservation in labor and materials. Lines have been reduced to an extent that leaves practically only regular staple styles, sizes, and qualities, which are a very small proportion of what has been manufactured. It has automatically rendered useless every price list, and catalogue in the optical industry, and it was a fit time to make such a reform. As a matter of fact, no such opportunity to so radically change a system will probably ever occur again.

It would be a great advantage to the optical industry if other industries took the same action, and probably many of them would if it were called to their attention. It seems hardly necessary in these enlightened times to name the advantages of a decimal system. Almost every manufacturer knows them by heart and only continues the old method because his customers use it. As a matter of further fact, it is the only sensible thing to do. It is the one system which fits in with modern manufacturing and accounting practice with all systems of mechanical tabulation and accounting, simplified methods of billing, and inventory work, and has everything in its favor.

You could probably think up a great many other reasons why it should be adopted, and I hope your publication will come out in favor of this idea as a radical help in every line of business that has not already adopted it. So far as I know there is no line that has swallowed it entirely, and in some lines, such as hardware, it is partly carried out, but in view of the fact that the War Service Committees are now standardizing almost every important line of manufacturing, and manufacturers are meeting together for this purpose, a plan doubtless can be carried through to very far-reaching conclusions.

O. B. CARSON,
Manager Sales Promotion.

J. B. Montgomery, formerly vice-president of Vanderhoof, Scott and Co., Toronto, publishers of *Canada Weekly*, has resigned to become a member of the firm of Archer A. King, Inc., publishers' representatives, Chicago.

After January first, 1919, the rates for advertising in PRINTERS' INK will be as follows:

Run of Paper

\$90 per page—\$180 per double page.
\$45 per half page.
\$22.50 per quarter page.
Smaller space, 50c per agate line.
Minimum one inch.

Preferred Positions

Second cover—\$100
Page 5—\$110
Pages 7-9-11-13—\$100 each
Standard center spread—\$200
Center of special four-page form—
\$200

Extra Color

\$40 extra for each color, for two pages or less. For more than two pages, \$20 per page per color.

Inserts

\$90 per page (four pages or more) furnished complete by the advertiser.
Two-page inserts, furnished by advertiser, \$200.

Classified Advertising

50c per line net. Not less than 5 lines.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue New York

Chicago
Atlanta

Boston
Toronto
Los Angeles

St. Louis
London

LA NACION

Buenos Aires, Argentina

Has opened a New York office at 1 Wall Street, corner of Broadway—where its personal representatives will be pleased to confer with U. S. A. manufacturers and advertising agencies concerning the development of trade in Argentina—or they will be delighted to personally call on any manufacturer or advertising agency wherever located in the U. S. A., upon request.

The Mission of

LA NACION

in the U.S.A.

is to furnish important and accurate information to business men on the subject of trade expansion in the fast-growing Republic of Argentina which now has a population approximating 10,000,000 people—about one-tenth of the population of the U. S. A.—and Argentina people like the same things that the people in the United States like and they buy as liberally because they are proportionately prosperous.

LA NACION

is the accepted newspaper authority in Argentina and wields an influence comparable to that of the

London Times and the New York Times and the New York World whose news service **La Nacion** controls for all of South America. The service of these great newspapers costs **La Nacion** \$30,000 a month—an investment that its readers appreciate and assures them of the completeness of **La Nacion** as a newspaper.

LA NACION

is as enterprising and as thorough in its home-news service as it is in its foreign news service—a fact that attracts the most progressive people of Argentina. The circulation is 130,000 which is about evenly distributed in the city of Buenos Aires and in the other prosperous sections of the Argentine Republic.

WE ARE EQUIPPED WITH FIRST-HAND KNOWLEDGE OF OUR REPUBLIC AND WITH THE MEDIUM TO RENDER THE GREATEST SERVICE TO U. S. A. BUSINESS MEN WHO WISH TO DEVELOP A PROFITABLE TRADE IN ARGENTINA.

LA NACION

Buenos Aires, Argentina

NEW YORK OFFICE:
No. 1 Wall Street, corner of Broadway

What kind of people in Philadelphia read "The Record"? Worth-while men and women who want the news without addition or subtraction.

THE PHILADELPHIA RECORD

"Always Reliable"

If the war were to end to-morrow:—

YOU would be prepared for a return to ante-bellum conditions—**Would you?**

YOU would have your good will maintained by judicious and continuous advertising—**Would you?**

YOU would have your catalogues and booklets ready for the coming competition—**Would you?**

If you are *not* ready you will find our Engraving Service better than most. Write us about it.

H. A. Gatchel, Pres. C. A. Stinson, V.-Pres.

GATCHEL & MANNING
PHOTO-ENGRAVERS
Sixth and Chestnut Streets
PHILADELPHIA

Do you receive a copy of our little house organ **ETCHINGS**?

Usurpation of American Markets Not Feared

Allies Have a Vastly More Important Business on Their Hands, as Most Americans Know—Not Unpatriotic, Even Now, to Buy from Allied Countries in Certain Cases

THERE are a number of reasons why American manufacturers of "less-essential" products need not fear foreign usurpation of their home markets just now. Some advocates of higher tariff protection have trotted out this bogey lately, even suggesting that the supposed menace should receive the attention of the War Industries Board and the War Trade Board. As far as PRINTERS' INK can learn, however, no action has been taken by either Board, nor has the subject even come up for discussion.

In the first place, all imports are automatically restricted by the shipping situation. In itself that is pretty nearly sufficient to shut out foreign goods in cases where domestic manufacturers are temporarily out of the market. But there are other reasons just as good.

Foreign countries have placed embargoes on the exportation of a majority of the articles of luxury or convenience that might be supposed to attract American purchasers in the absence of home-made equivalents. Finally, the limited productive capacity of foreign factories at this stage does not permit of an output that could disturb the American market, even if there were no physical handicaps in transportation. It was further pointed out by one trade authority at the capital that a large share of the articles that might be looked upon at this stage as interlopers in the American market are produced in Europe almost solely in Germany and Austria and, of course, there is no danger that any wares from the Central Empires nor yet from Turkey can get through.

The Journal
of the
Underwear and Hosiery Trade
is

THE Underwear & Hosiery Review



Published monthly by
The Knit Goods Publishing Corp'n
320 Broadway, New York

Advertising Salesman Wanted

Splendid opportunity for clean-cut young man to take charge of advertising on growing monthly recently started by large Philadelphia publishers. Trade paper experience desirable. Salary to start not over \$40, but right man will ultimately make the place a big one. Send photo. Replies will be held in confidence. "A. W.", Box 214, Printers' Ink.

*An Art Director
with Merchandising Ideas.*

Position wanted

SEVERAL of the largest and most effective national campaigns now running have been directly inspired by my ideas and supervision.

This work is being done in a New York Agency noted for its advanced advertising practice.

I desire to produce something equally as fine for some other wide-awake firm.

Married—Draft-exempt, and pay a substantial income tax on my salary. Convincing evidence of worth gladly submitted.—“D.E.” Box 210, care P.I.

A Western Office and Chicago Representation

Experienced advertising salesman, with proven record for getting results, is opening office in Chicago to represent one or two high-grade publications. Will equip office, handle correspondence, and travel, when necessary, at his own expense. Straight commission basis. Able and willing to finance himself for a good proposition. Will make an arrangement on a make-good basis. Wire or write “Business Getter,” care Printers’ Ink, 833 Peoples Gas Bldg., Chicago.

It is admitted that in some instances the policy of the United States Administration is to actually encourage importations of non-essentials within reasonable limits. A misconception of the significance of this attitude is probably responsible for the intimations in various quarters that something should be done to protect American manufacturers, whose hands are tied, from foreign competition. As a matter of fact, the officials at Washington contend that only by buying some goods from our Allies and encouraging them to sell in the United States can we hope to help them to get on their feet again industrially, economically and financially, and to enable them to pay the interest on their vast debts to the United States and ultimately to repay the principal.

If we are to buy at all from the belligerents, such as France, that are struggling to do some business in the face of war's hardships, we must, obviously, buy the things that they are able to produce even though these things be not actual necessities. The feeling at Washington is that there are thus a number of products which Americans can consistently buy from European vendors at this stage without being guilty of undue extravagance and without doing any harm to the interests of American manufacturers. A typical case in point is afforded by fine gloves, the importation of which is encouraged within reasonable limits.

By and large the agitation in certain quarters for the “protection” of American factories is looked upon at Washington as a ruse to raise the tariff issue at an inopportune time.

Death of Robert Arnold Piatt

Robert Arnold Piatt, sales manager for the South American business of Robert Ingersoll & Bro., New York, died in that city on October 14 of pneumonia. He had just returned from South America and was to have been married on October 14—the day of his death—to Miss Helen Marie Caldwell, daughter of George B. Caldwell, president of the Speery & Hutchinson Company.

Circulation Figures FOR SEPTEMBER

DAYTON NEWS

GROSS	DAILY	NET
37,801	37,717	
SUNDAY		
29,489	29,412	

SPRINGFIELD NEWS

GROSS	DAILY	NET
14,951	14,560	
SUNDAY		
10,908	10,670	

Papers that are clean, wholesome and strong pullers—read in 90 per cent of the homes of Dayton and Springfield

News League of Ohio
Dayton, Ohio

New York—I. A. KLEIN, Metropolitan Tower
Chicago—JOHN GLASS, Peoples Gas Building

WANTED

Advertising Agency Or Advertising Man

For 10 years I have devoted my efforts to the sale of Advertising, Sales Promotion Plans, Sales Counsel and Direct-by-Mail Campaigns.

As Vice-President of my organization, I have served nationally several hundred clients in many lines of manufacture, and have been unusually successful.

I now want to broaden my field and get into the Advertising Agency Business. Would like ownership interest in established, profit-producing Agency. Or perhaps there is a small Agency with clean reputation and with full recognition that finds it hard to paddle along in these wretched times. Such an Agency might prefer to sell outright. Would consider also unusually able Copy Writer who thoroughly understands inside workings of the Agency Business. Such a man, with some capital, might join me in forming new organization with view towards gaining recognition.

Will seriously consider and treat strictly confidential any proposition along the lines above indicated.

Address "CONFIDENTIAL"
Box 212, care of Printers' Ink

A Wonderful Opportunity for an Advertising Salesman or Publishers' Representative

A live, prosperous professional monthly, securing about 99% of its advertising by advertising, and carrying by far largest volume of advertising in its field, would like to get in touch with an agency or an individual confident of his ability to secure even more business for us than we are carrying now. Will prefer doing business with an organization operating in principal cities.

Address: "M. B.," Box 211, Printers' Ink, 185 Madison Ave., New York.

Routing a Salesman

In Many Cases Small Territories Are Sales Department's Salvation, Allowing Men on the Road to Devote Time to Real Sales Work—Re-routing Often Important

By J. H. Schoverling

Of the Sales Department, National Biscuit Company

OF first importance in routing a salesman is laying out his territory so that he may devote as much of his time as possible to *sales work* in the stores. This of necessity means compact territories.

Knowledge of geographical features of a city enables the boundary lines to be drawn on the map so that each route may be covered by the salesman at the minimum of time and effort. The dividing lines for city districts can best be drawn along parkways, boulevards, bridges and railroads, as such localities seldom contain stores and are natural divisions of local sections. Otherwise the centre of a given street is always used as the boundary line between two routes, because it clearly defines an arbitrary line which may be accurately observed by the salesman.

The same conditions apply to the country routes, the make-up of which depends largely upon the geographical formation of the country and the means of transportation. Time is money; more time devoted to each store means more sales, and more sales mean more commissions.

All rural localities have trading centres, country towns of 5,000 population and upward. These towns are rail or road centres from which the adjoining territory may be reached, and they form ideal headquarters for salesmen. Where a country district embraces two or more such communities a salesman seldom has the time to give each section proper attention.

The salesmen earning the largest commissions invariably cover

I
T
t
has
E
Gen
Y
was
Oliver
Stanley
H. K.
Searns
Aeolian
Peerless
Goodrich
Seckler
Royal
Montgomery
Bush
Dallin
Textile
Berke
Valen
Corliss
U. S.
The N
H. H.
Kellogg
Henry
Inger
Remond
The A
The I
Braud
Crock
Calumet
Jeffre
H. I.
Curtis
Robert
Green
The A
America
Gause
Curtis
Indian
Black
E. R.
West
King
Spencer
Morgan
T. G.
Field
Frasier
The F
Samuel
A. B.
Burke
Goodrich
Crest
Ilester
American
Corona
Manhattan
Standard
Param

Are You Prepared for a Sudden Peace?

A Message for Executives

IT was all right to talk about how we lacked preparedness to go into the war. You know what that cost us. It's past history. What are you doing now to prepare for the most intense trade competition the world has ever seen; for the time when the pendulum swings *the other way*?

England has been preparing for some time. So has France. Even Germany.

You know that the old sales methods won't do. They were often wasteful, often extravagant, often unnecessary. They won't do because we will not be able to afford them with taxes continuing and the source of profit restricted or eliminated.

That is why the increased use of more and better business letters will solve the vital problem of lower selling costs and better collections.

In New York a manufacturer has one mail salesman who did as much business last year in territory not covered by salesmen as all the other salesmen combined. Have you such a man on your payroll.

In Massachusetts Mr. A. G. Hall spent as little as \$93.20 and actually pulled \$45,416.53 in new business. Could you?

When you know how and why the T. A. plan will produce 100% collections *on time*, when you know why the C. E. method will automatically improve the pulling power of your letters, or why the H. L. C. idea is the best plan for improving the efficiency of salesmen *ever devised*—when you know such things you are not merely scratching the surface of future profits—you are actually using letters as they should be used, to do justice to your product.

Many letter writing plans have followed our leadership into this field. We welcome and help them.

But there is no proposition that so closely fits your individual requirements as the new 100% MAKING LETTERS PAY SYSTEM SERVICE.

We sell you no "canned" ideas and leave you to work out their execution. We sell no books or lessons that must necessarily fall short of meeting your special problems—and soon be out of date.

Every subscriber to this service receives the Personal Advisory Counsel of the foremost authority in this field. *No two subscribers get the same service.*

Every subscriber is kept up to date month after month with a real system for writing better letters—a system that includes nearly 1000 ideas and plans—any one worth the cost of the whole year's service.

Yes—every subscriber is privileged to actually have his letters personally and constructively criticized. There is hardly a fair-sized town that hasn't an enthusiastic booster of what this one feature alone has done for their letters. *The list of firms at the left show only a few of the hundreds of subscribers to this service.*

Let us put our proposition before you—for free inspection—without obligation. You cannot judge until you have actually seen our plan. It is something new, satisfying, widely used, tested by time and of admitted leadership.

Return the coupon below and we'll send you our unique Confidential Data Sheet. Fill this out, telling just what YOU want letters to do in YOUR business. Then see how closely we fit plans to your individual requirements.

MAKING LETTERS PAY SYSTEM, Inc.,
220 West 42nd Street, New York City.

Please send us data sheet for presenting our problems.

Name

Firm

Address

Oliver Typewriter Co.
Standard Oil Company
H. K. Mulford Co.
Sears Roebuck Company
Aeolian Company
Peerless Motor Car Co.
GoodYear Tire & Rubber Co.
Bechtel Dickinson Co.
Royal Typewriter Co.
Monroe Calculating Mch. Co.
Bush Terminal Co.
Dalton Adding Mch. Co.
Textile World Journal
Berkey & Gay Furniture Co.
Valentine & Co.
Corliss Coon & Co.
U. S. Gypsum Co.
The M. W. Dunton Co.
B. H. Ingersoll & Bros.
Kellogg Corn Flake Co.
Henry Sonnenborn Company
Ingersoll Rand Co.
Remington Typewriter Co.
The Angier Mills Co.
The Garland Co.
The Liberty Lumber Co.
Budd Manufacturing Co.
Crocker Wheeler Co.
Calumet Baking Powder Co.
Jeffrey Mfg. Co.
E. I. Horsman Company
Curtainless Shower Co.
Roberts Cigars of Tampa
Green River Tobacco Co.
The A. C. Gilbert Co.
American Tool Works
Gausch Mch. Tool Co.
Curtiss Lumber & Mill Co.
Indiana University
Blackstone Institute
E. R. Squibb & Co.
Western Electric Co.
King & Applebaum Co.
Spencer Trask Co.
Morgan Sash & Door Co.
T. G. Cherry Company
Field Parker Company
Fraser River Shingle Co.
The Frank Adam Electric Co.
Samuel Cabot, Inc.
A. S. Boyle Co.
Hurlburt Motor Truck Co.
Goodrich Tire Company
Crew Levick Co.
Iglehart Brothers
American Rolling Mills
Corona Typewriter Co.
Manhattan Petticoat Co.
Standard Mail Order Co.
Paramount Picture Corp.

October 24, 1918

MR. NATIONAL ADVERTISER:

It pays, AND PAYS BIG, to have our boys and girls (the real consumer-value in the family unit) solidly with you now for their immediate, persistent influence on today's buying in a million desirable homes, to say nothing of the bonus in guaranteed insurance you are providing—at no additional cost—for stabilizing your future market with these "men and women of tomorrow." A growing list of advertisers are cashing in on this market to their profit.

"Cook's WEEKLY TRIO : A MILLION BOYS AND GIRLS"

THE BOYS' WORLD	THE GIRLS' COMPANION	YOUNG PEOPLE'S WEEKLY
Over 420,000 \$1.50 per line	Over 400,000 \$1.25 per line	Over 200,000 75c per line

COMBINATION RATE, \$3 PER LINE—945,000 GUARANTEED**David C. Cook Publishing Company, Elgin, Ill.**

WESLEY E. FARNILOE, Advertising Manager

Roy Barnhill, Inc., Archer A. King, Inc., Sam Dennis,
23 East 26th St., New York People's Gas Bldg., Chicago Globe-Dem. Bldg., St. Louis

"Electrotypes—Quick?"

Then it's "Rapid Service" you want. We can fill your Electrotype orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotype Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES.—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

small routes. In other words, our salesmen who have achieved success, without exception, work small districts on which the biscuit business has been intensively developed and the high N. B. C. standard of service maintained.

Success has not been reached when a salesman has placed our products in each store, or secured "all" the cracker business in his district. Securing a place in each store for the sale of our goods is only the beginning and the foundation upon which cracker departments are developed. Through display and active sales work increased consumption may be brought about step by step. No salesman has yet been able to secure "all" the cracker business in his district because there is no limit to the ways and means of increasing sales, owing to the splendid quality of our line and the initiative of our selling force.

The importance of prompt replenishment of stocks and display leads the salesman to visit his largest stores on Monday. Prompt service is thus reflected in the sales. However, the tendency to work all the principal stores as early in the week as possible is at times abused, the salesman gradually visiting more and more stores on Monday, Tuesday and Wednesday, and less and less on Thursday, Friday and Saturday. The result is congestion in the delivery and shipping departments on Tuesday, Wednesday and Thursday, and idle hours in these same departments on Friday, Saturday and Monday.

It is within the power of each salesman to educate the dealers to have their stocks replenished on the day when the salesman has time to devote careful attention to that particular store. Although the dealer has little time on Saturday morning to devote to the selection of new varieties, it is to his advantage to have the salesman call and place his order for stock to be delivered bright and early Monday morning. Saturday morning is also the best time to get the dealers' stocks arranged attractively, to appeal to the con-

MORNING RECORD

**The ONLY
MERIDEN
CONN.**

**Newspaper Member
AUDIT BUREAU
OF CIRCULATIONS**

**PROVED NET PAID
for six months ending**

Sept. 30

6,648

**Over 35% more paid
circulation PROVED
than other local paper
CLAIMS.**

The Greatest Salesforce

One of America's Great Advertising Men has said:

"The American newspaper owes its strength to its Local sufficiency. It is the palladium of Local interests. It is the reflector of Local sentiment. It is the stimulator of Local enterprise. It is the booster of Local talent. It is the recorder of Local endeavor. It is the herald of Local ambition. All these things it is, should be and will continue to be."

The Home Daily Newspapers of New England

invite advertisers to try out their first sectional campaign in New England which will prove the truths asserted above. The section is ideal for trial campaigns as its people are well-to-do, receptive to advertising, quick to embrace a good thing, and the home dailies have the confidence of their readers.

These 15 cities and their Home dailies may be used with profit.

BRIDGEPORT, CT. POST and TELEGRAM
Daily Circulation 43,434 net A. B. C.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 20,461
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Circulation over 11,000—2¢ copy
Population 30,000, with suburbs 60,000

MERIDEN, CT., JOURNAL
Daily Circulation 5,120
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN
Daily Circulation 11,083 net paid
Population 73,144; with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 23,971
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
A. B. C. Daily Circulation 10,268 net
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 6,027
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

LOWELL, MASS., COURIER-CITIZEN
Daily Circulation 18,145 net
Population 114,366, with suburbs 150,000

SALEM, MASS., NEWS
Daily Circulation 18,949 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 36,623
Population 100,000, with suburbs 250,000

TAUNTON, MASS. DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,116 A. B. C.
Serves territory of 130,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

sumers who visit the stores in increasing numbers on that day.

Local conditions are constantly changing and must be observed in routing a salesman. Do not have him plod along in the same old manner just because it has always been done that way. There are very few territories that cannot be improved in routing after proper study on the part of sales agents and sales managers. These changes in routing will result in decreased expense, saving in time without dropping any towns or stores, and increased sales. Salesmen should bring such cases to the attention of their department heads. The co-operation of our salesmen is shown by their coming forth with suggestions to improve their route lists, aiming always for a compact territory and more time and attention to individual stores.—"The N. B. C."

If Uncle Sam Ran All the Newspapers

A number of our exchanges have been speculating on what would happen if the Government took over the newspapers. Well, the first thing, the subscription price would be raised about fifty per cent and the sheriff would be kept busy chasing delinquents. The next step would be to raise wages about twenty-five per cent, and editors, who hadn't had a cent in six months they could call their own, would be placed on a salary. The merchants who failed to get their ad copy in until press day would be hauled up before the council of defense and our linotype man, who hired out for two weeks and quit his job in a week would be sent to Leavenworth for about ten years as a deserter. It looks like a good proposition and we're for it.—*The Fairbury (Neb.) News.*

"Editor and Publisher's" Advertising Manager

J. Y. Ferguson, of the advertising department of the *Editor and Publisher*, New York, has succeeded E. D. De Witt as advertising manager of that paper. Mr. De Witt has returned to the *New York Herald* and *Evening Telegram*, of which he is now advertising director, as announced in PRINTERS' INK last week.

Lytle in New Position

J. Horace Lytle, who has been with the Campbell-Ewald Company, Detroit, with headquarters in Dayton, Ohio, has joined the Power, Alexander & Jenkins Company of Detroit. He will continue to be located in Dayton.

When an Advertiser steps into New England, he will find that one of the high spots is

Portland, Maine

It is the largest city in the State.

It is the jobbing center.

It is the wholesale center.

It is the financial center.

The Evening Express

is the recognized leader of Portland journalism. It leads in influence, in news and in advertising—AND, CIRCULATION!

*The Julius Mathews Special Agency
Boston—New York—Chicago*

The smoke from a thousand factory chimneys Proclaims

BRIDGEPORT CONNECTICUT

One of America's greatest manufacturing cities

Bridgeport was making wonderful strides before the war and has made marvelous strides since. These great factories in Bridgeport will, after the war, make the things that will bring pleasure and comfort to the people in the four quarters of the earth. The

Post and Telegram

**Connecticut's Largest Circulation
Covers a Shopping Zone of 200,000 People**

*The Julius Mathews Special Agency
Boston—New York—Chicago*

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25. After January 1, 1919: Page, \$90; line rate, 50 cents.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Henry A. Beers, Jr. Bruce Bliven
Frank L. Blanchard John Allen Murphy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, OCTOBER 24, 1918

Don't Attack Germany's efforts toward American peace, of the Goods past few weeks have given us some glimpse of the passionate emotion which has been aroused in America by the war and of this country's invincible determination to continue the struggle at all cost to a victorious issue. It takes time to rouse a hundred million people to a molten state of patriotic fervor, it is true; but once roused there is no power under heaven which can cool them down again until their purpose is accomplished.

The deep and enduring pride which every American feels today is extended not alone to his country, but to its resources, its products, and its customs. Just as

the street orator who dared to belittle America would take his life in his hands, so the business man who presumes to be critical of American products should beware lest he reap the whirlwind of resentment at his apparent lack of national spirit.

Most advertisers realize this fact keenly; but here and there we find one who apparently is not conscious of the altered pace of the times. For example, a great department store in an Eastern city the other day published an advertisement which cast severe slurs upon American-made silks. It explained that the master weavers of silks had gone to war and that quality had deteriorated in consequence. Then the copy went on (in another part of the advertisement) to offer Japanese silks.

A trade paper at once set on foot an investigation. It asked a number of the most prominent silk manufacturers, who denied that war inroads had crippled their force of weavers in any serious degree. American silks, they claimed, are as good as they have ever been, which means that they are plenty good enough for anybody. There was absolutely no excuse for a department store living on American money, to reflect upon the merits of American products.

A more subtle, but equally undesirable form of anti-American propaganda is being carried on—presumably in innocence—by many stores in connection with American dyes. They display placards stating that "owing to the present dye situation we are unable to guarantee the colors in our goods." As everybody knows that Germany formerly owned the dye business lock, stock and barrel, and that to-day American dyes dominate the market, the obvious impression is that there are no dyes like Germany's, that our chemists haven't brains enough to compete with them on quality. This is absolutely false. Our dye industries to-day claim that they are producing dyes as good or better than Germany

ever made. If you will ask the stores displaying these signs you will find that they have *never* guaranteed their dyes. They are simply hiding behind the war in order to save themselves the trouble of explaining to customers that under certain conditions no dyes are absolutely reliable.

It is high time that these business men realized that in the changed temper of the day, American products are good enough for Americans. The old magic of the term "imported" is rapidly passing, with the possible exception of a few lines of fashion in which the French are incomparable. At any rate, if you can't say anything good for American manufacturers, don't help Germany by attacking them. Germany is quite competent to do that for herself.

Germany Makes a Joke

There is not much that is funny about this war; so when something comes along which is really humorous, we should give it the prominent attention which it deserves (see any psychologist on the useful relaxation of laughter). In such a category is Germany's protest to the United States against the action of the Alien Property Custodian in selling German-owned factories in this country. Germany feels her note to the State Department declares, that Mr. Palmer's policy is "consciously aimed to do lasting injury to German economic existence."

We have long noticed that Germany's foreign policy has always been conducted on the assumption that foreigners are fools and idiots; and this latest pronouncement fits most heartily into her standard idea. But it must be hard for her diplomats to keep a straight face in drawing up the papers! Surely everybody above the age of ten must know by now that Germany's investments of capital in America and every other country, her establishment of business enterprises everywhere, have been a vital part of her scheme of military ag-

grandizement and world domination. She has consistently sought to get her grip on strategic and vitally important industries; her business emissaries have been spies reporting back to the military authorities; and they have gone far outside the legitimate business sphere in promulgating Germanism by every type of propaganda. The imperial support, financial and otherwise, which these industries have had from Berlin, has enabled them to grow to great size in short order by merciless competition; and the huge profits secured have found their way back to the Fatherland, there to be taxed to help keep the Kaiser's moustache neatly waxed and his sword well oiled in its scabbard.

Those Germans who came to America before the war, became citizens here in heart as well as in fact, invested their money, made their homes and sent their children to school in America are welcome. But it should be clearly understood that we no longer propose to permit ourselves to be the breeding ground for German schemes to aid the doctrine of the shining sword. The German money which A. Mitchell Palmer is grubbing out by the roots will be safely invested in Liberty Bonds pending the conclusion of peace. If Germany doesn't think that is fair, we have this suggestion to make: let the matter be arbitrated by a jury composed of French manufacturers in the northeastern towns occupied by the Germans. Let these men, who have seen every bit of their machinery stolen—looted and packed up and sent into Germany—who have seen their factories wantonly burned, their records destroyed, their stocks in hand "commandeered" without hint or thought of repayment now or ever—let these men decide the future of German business interests in America. We venture to say that after the verdict of such a tribunal, our round-headed friends from Deutschland will wish they had their Liberty Bonds instead.

**One Way to
Cut Circular
Waste**

The Paper Economy Division of the War Industries Board expresses a willingness to be shown as to the worthwhileness of direct circular advertising.

Wouldn't it be pretty convincing argument to suggest that in the present paper stringency circulars be only of such a kind as actually could be bought from?

If a circular contains a picture and a specific description of a piece of merchandise together with a plainly printed net price would it not be classed as a selling message that could in a measure take the place of a flesh-and-blood salesman?

The Paper Economy Division expresses the opinion that many circulars, far from selling prospects, actually create an unfavorable impression in their minds. Such circulars impress the officials as contributing much to the waste-age of paper.

Well, without desiring to tread on anybody's toes, it must be admitted that some, or even many, direct-mail circulars are wasteful. Much of the trouble, as was pointed out in a recent PRINTERS' INK article, has been that direct-mail solicitation is so easy and inexpensive as compared with the traveling salesman system that it is likely to be overdone or done without enough discrimination.

It is quite possible for a man to be so bombarded with circular matter of a general nature that he won't give it a chance to tell its story. No matter how good a thing may be there can in some instances be too much of it.

If the Paper Economy Division has correctly interpreted the sentiment as against some of these circulars it must be the fault of the circulars themselves. The circulars are not carefully enough prepared and are not mailed judiciously. Mailing lists are not checked up properly. An undertaker not long ago received a circular trying to sell him on the proposition of devoting a part of his establishment to a cafeteria! The circular, of course, was in-

tended for a hotel man and the undertaker got on the wrong list. This ridiculous happening doubtless forms a part of the condition the economy board complains of.

There is nothing wrong with circular advertising matter as such. The trouble is so many people don't know how to use it.

Suppose, for instance, that a concern selling by mail has some seasonal merchandise not large enough in quantity to list in its regular catalogue. If it puts the goods in the catalogue it gets more orders than it can fill. Everybody knows that a properly constructed catalogue mailed regularly to a selected list can sell more goods of any one kind than can a circular. In this emergency, circulars are sent out to a chosen few offering these goods for sale, telling exactly what they are and indicating how much money is wanted for them. This is straight-away selling talk designed to move merchandise without the aid of a traveling salesman.

It seems altogether reasonable to say that such a circular would pass muster as an essential selling medium just as much as would a catalogue.

Direct-mail selling as it is practiced in some quarters needs revision from within. It ought to be changed from the general to the specific. If this could be brought about there will be less talk of waste-less reason for it anyway. And, incidentally, more business would be gained.

Another Government "House-Organ"

The first issue of a monthly publication, called "Intowin," has been issued by the Ordnance Civilians' Association, U. S. Army, Washington. There are 8,000 civilian workers in the department and the object of the publication is to provide a means of communication between them and thus increase the morale of the organization.

The *Evening Wisconsin* and the *Daily News*, of Milwaukee, have been combined under the name of the *Evening Wisconsin and Daily News*. It was announced in PRINTERS' INK last week that Arthur Brisbane had purchased the *Evening Wisconsin*.

160% Increase

The advertising earnings of The Red Cross Magazine for July to December issues, 1918, inclusive, show an increase of 160% over the same issues of 1917.

National advertisers have already bought space for 1919 (on definite orders) to an extent that insures a continuation of growth.

An increased advertising rate goes into effect November First. Before that date space for 1919 can be bought on definite orders (reservations are not accepted) at the present rate.

A. EUGENE BOLLES
Advertising Manager
120 West 32d Street
New York

COLE & FREER
Peoples Gas Bldg.
Chicago, Ill.

E. K. HOAK
Van Nuys Bldg.
Los Angeles

C. A. CHRISTENSEN
Old South Bldg.
Boston

The Little Schoolmaster's Classroom

If the Schoolmaster had to live his life over again and knew what he knows now, instead of playing golf he would put in his spare time learning how to operate an automatic riveting machine. The reason for the Schoolmaster's sudden and intense interest in the manly art of riveting is due to the stories which he has been hearing about the salaries that are paid to the fellows who wield these merry devices. If reports of the salaries paid war workers are not exaggerated, most certainly the automatic riveter, the lathe, the hammer and the saw are mightier than the pen. Could it be possible that these wild yarns about fabulous salaries are being spun by German propagandists? The purpose, of course, would be to make workmen discontented by making them think that others are being paid much more than they.

* * *

For example, there is that story going the rounds of the Italian who stopped in front of a jewelry store to admire some high-priced gems that were on display in the window. He went into the store to inquire the price of them. Having the appearance of a laborer, the jeweler was naturally adverse to putting out his diamond tray before him. However, the Italian was so eager that finally the retailer took out his gems and was dumfounded when his unpromising-looking customer selected one of the most expensive of them and in paying for it pulled out a roll of bills that dazzled the humble jeweler. It developed that the supposed laborer had just received his weekly pay check from the munition factory.

They say that one of the things that young women do who have suddenly been shoved up into the \$50-a-week class is to buy the most expensive presents for their sweethearts. The other day two girls went into a haberdasher's

store in Philadelphia and asked to be shown some cravats. The dealer pulled out some that he was selling for \$1. They immediately assumed an attitude of hauteur saying they wanted "real neckties." The most costly ones that he had in the store were selling for \$3. He showed these, but still the young ladies insisted that they wanted something better, expecting to pay at least \$10 or \$12 for a necktie.

* * *

Are these stories true, or are people merely telling them in order to tease the poor destitute Schoolmaster? Even in his palmiest days the Schoolmaster never had such buying power.

There is a yarn making the rounds about a wealthy man whose income was so cut down by the war that he had to dispense with two of his three automobiles. His chauffeur went into some sort of Government work, and in a few months came back to his former boss and asked him if he would like to dispose of one of the discarded cars. The owner was glad to make the sale, but was mortified when he learned that the chauffeur was buying the six-cylinder car for himself.

Then there is that other story that has been widely quoted, about an old woman with a shawl over her head going into a store, some place in Pennsylvania, and asking to be shown a coat which was displayed in the window. The clerk did not immediately accede to the woman's wish because she assumed that the coat was way beyond her reach. When informed that the garment was \$150 the woman said that the price was a mere detail to her. Before she left the store she bought over \$400 worth of merchandise. When surprise was expressed at her spending capacity, she explained that her husband and three sons were doing Government work

An Oplex Sign Will Work For You 24 Hours a Day

They're day signs too—those Oplex Flexlumes with their raised white letters.

It isn't only when the lights are on, shining through each raised glass character in a solid blaze, that they command the attention of the street. An Oplex sign is almost as striking at noon time—strong, raised white characters in a dark setting.

On lightless nights the surface and contour of Oplex letters catch every chance ray of light and reflect it back to the pavement. That is why they stand out so among other signs.

Many of the largest selling organizations have standardized on Oplex signs for their branches and dealers. You, too, need their 24-hour a day selling power.

Won't you let us send you a sketch showing how YOUR sign will look?

THE FLEXLUME SIGN CO.

ELECTRICAL ADVERTISING
1439-1446 Niagara St., Buffalo, N. Y.

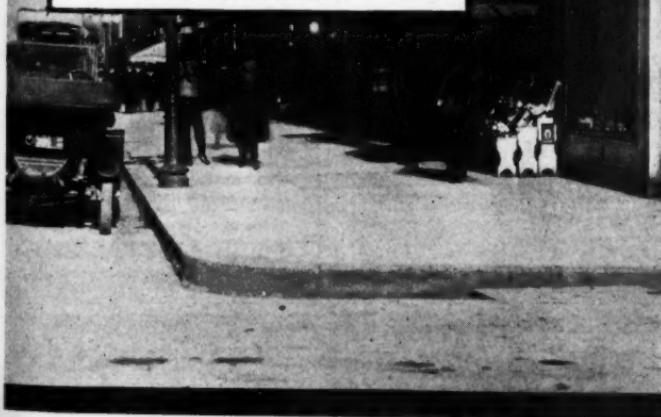
Pacific Coast Distributors
ELECTRIC PRODUCTS CORPORATION
941 West 16th St., Los Angeles, Cal.

Canadian Distributors
THE FLEXLUME SIGN CO., LIMITED
St. Catharines, Ont.

WEAR

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SHOES



CANADA'S Advertising Journal

Marketing

and Business Management

A high class and highly interesting monthly magazine for all interested in advertising progress—especially in the Canadian field. Send for current issue, or \$2 for year's subscription to W. A. LYDIATT, Publisher, 53 Yonge St., Toronto.

Gas plants are placed ahead of "Preferred industries" by the government in allotting coal storage—one of many indications of the importance of the industry covered by

The GAS RECORD

THE GAS MAN'S NEWSPAPER—SEMI-MONTHLY
CHICAGO

Member A. B. C. and A. B. P.
New York Office: 51 E. 42d St. Tel. Murray Hill 1081

OIL NEWS

The Oil Man's Favorite Paper

Devoted to Producing, Refining, Marketing and Distributing of Petroleum and its Products.
14 E. JACKSON BLVD., CHICAGO

The Authority on Screen Advertising

REEL-SLIDE

MAGAZINE

A brilliant publication, supreme in the new field of moving picture publicity.

\$1.00 per year Send for sample
Class Publications Inc.,
418 South Market St., Chicago

The Furniture Merchants Trade Journal has a much larger proven paid circulation among rated furniture dealers than any other furniture magazine.

A.B.C. Members. Sub. price, \$3 a year.

FURNITURE MERCHANTS
TRADE JOURNAL
Des Moines, New York, Chicago
Indianapolis

and were bringing in nearly \$800 a week.

Of course it is quite obvious that these stories have been grossly exaggerated. Still there is enough truth in them to show that many thousands of people are to-day getting salaries that formerly they never even dreamed of receiving. This should make the advertiser reflect to make sure that he is using the proper mediums to reach these persons whose incomes have been so greatly increased by the war.

* * *

A sales manager who is on rather intimate terms with the Schoolmaster confesses that he has a perfect horror of "firing" a salesman who does not fit into the organization. He says that he would prefer to be horse-whipped than to let a man out of his employ. This is especially true where the man is worthy, but happens to be a round peg in a square hole.

This sales executive has, however, devised a rather clever way of saving his embarrassment. When he finds that a certain man is absolutely impossible as far as working for him is concerned, he immediately begins looking for another position for the man.

DO YOU realize the opportunities you have in advertising direct—by Foreign language literature? Stop and consider the world markets and what have you done to get some of this business after the war.

We can help you. Our Service Department is here for this purpose.

True and Accurate Translations
National Printing & Publishing Co.
2100 Blue Island Ave. Chicago, Ill.

To increase production and decrease selling costs

TALK WITH **Heegstra**

H. Walton HEEGSTRA Inc.—MERCANDISING—25 E. Jackson Boulevard, Chicago

But the sales manager never shows his hand. He mails the salesman marked copies of publications containing advertisements that are likely to appeal to him. These advertisements are always sent out in plain envelopes and from a city other than the one in which the sales manager is located. After getting several of these anonymous offers the salesman is likely to be tempted to accept one of them. The man instead of wondering where the advertisement comes from, usually takes the flatteringunction to his soul that the "ad" comes from a competitor, who is slyly trying to steal him away from his present house. Nine times out of ten it isn't long before the salesman resigns of his own accord, informing the sales manager that he has found another job that fits him better.

The Natural Result

School Teacher (to little boy)—"If a farmer raises 1,700 bushels of wheat and sells it for \$1.17 per bushel, what will he get?"

Little Boy—"An automobile."—*Milestones.*

Available:
Advertising Mgr.—Copywriter—
Salesmanager

Sound business sense and vision, with keen analytical capacity. Experienced as advertising manager, publicity man, copywriter, salesmanager—in retail, direct mail, with newspapers, with manufacturer—widely different products. Versatile but thoroughgoing. Forceful, convincing copywriter. Quick and broad in mental grasp. Employers say the same. Now employed. Married, dependents; 40 years energetically young, adaptable. A high-grade man, at low price—considering results. Address "Capable," Box 213, Printers' Ink.

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago



*Published in the Interest of Producers, Refiners
and Marketers of Petroleum Products
Carries in excess of 100% more advertising
than any other publication in its field
20 East Jackson Boulevard, Chicago*

Office Appliances

The one journal which covers the field of office equipment. Two hundred twenty-five manufacturers making use of every issue. Send ten cents for sample copy. The government does not permit us to send it free.

THE OFFICE APPLIANCE COMPANY

417 S. Dearborn Street, Chicago

Mr. Ben Nash

and other well-known production managers, you will be interested in the man advertised on page 142 this issue.

Booklets-Catalogs

MANY of America's prominent advertisers, advertising agencies and commercial houses requiring high-class work use the

CHARLES FRANCIS PRESS

Printers of PRINTERS' INK
461 Eighth Avenue New York City

Your Canadian Advertising Agents



should be
SMITH, DENNE & MOORE

TORONTO

CANADA

MONTREAL





"CLIMAX" SQUARE-TOP PAPER CLIPS

Pat. Dec. 12, 1916
Best and most economical
Paper Clip on the market

Recommended by efficiency experts.

Price F. O. B. Buffalo.
Packed 10,000 to the Box.

10,000.....	15c per 1,000
50,000.....	18c per 1,000
100,000.....	3c per 1,000
500,000.....	7c per 1,000
1,000,000.....	8½c per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

ARTIST WANTED

A first-class illustrator, must be good figure man and experienced in national advertising work. A real opportunity for man of proved ability. Permanent position, right environment and unlimited possibilities. Neilson - Carter - Atherton, 1133 Book Bldg., Detroit, Mich.

Mr. Geo. L. Dyer

you realize how ideas and art work count. See page 142 for a man who does things well.

We can help advertisers in so many ways to sell to college students—

That we KNOW college advertising (as we handle it) will be invaluable to you.

USA
Collegiate Special Advertising Agency, Inc.

503 Fifth Avenue, New York Established 1913

New War Game Being Advertised

Barcroco is the name of a new war game that is to be advertised in newspapers and magazines this fall. The copy starts the last week in October and runs up to the twentieth of December. Newspapers in more than sixteen cities will be used, besides two national weeklies.

The game has been adapted to represent the war between the Allies and the Central Powers. The players take sides, represented by lead soldiers, and starting from Berlin on one hand, and Paris on the other, by means of progressive spaces try to reach a certain goal known as Peace. Certain hazards, such as mined areas, prisons, etc., represent penalties, while others, such as aeroplanes, etc., carry rewards. Various spaces throughout the game carry names of cities and places made familiar by the war news, such as the Pas de Calais, the Dardanelles, etc. The game is said to have had its origin in Spain.

Besides the advertising in this country, it is being advertised in Canada and Australia, and also in European countries.

Dealers are furnished with a cutout showing Uncle Sam and a French soldier holding up the Kaiser behind a ground plan of the game.

BOURGES SERVICE SUPERVISION OF ENGRAVING AND PRINTING

FLATIRON BUILDING NEW YORK CITY

DAY
GRAMERCY
5316



NIGHT
AUDUBON
5360 - 8120

A Personal and Emergency Service that costs 10% extra and is worth much more.

CATALOGS and PUBLICATIONS

In Foreign Languages

True and Accurate Translations

Prompt Service

In Business for 26 Years

National Printing & Publishing Company

2100 Blue Island Ave., Chicago, Ill.

"GIBBONS Knows CANADA"

100% DEPENDABLE FOREIGN TRADEMARK SERVICE

FOREIGN Trademark Registration, being such a supremely important thing for the exporter, had best be executed by people who are 100 per cent reliable, who know absolutely every angle of the proposition and who are in a position to execute. We think these specifications apply to us. Mr. Mida has prepared an important study of the question of foreign market protection. Shall we send you one? It is FREE.

MIDA'S TRADEMARK BUREAU Established 1889

Rand McNally Building, Chicago

CHINA and the PHILIPPINES

With the Panama Canal in operation CHINA and the PHILIPPINES crying for an opportunity to develop their unlimited resources, America is strategically committed to the Far Eastern Markets.

It has been our function for the past 14 years to serve American Manufacturers as their export advertising agents and advisors in the Far East where we have our own office and resident director.



J. ROLAND KAY CO.

International Advertising Agents. Conway Building, Chicago

18 East 41st Street, New York, U.S.A. Associate House: John Haddon & Co.
(Est. 1814). London. Buenos Aires. Sydney. Tokyo. Cape Town

I NEVER THOUGHT OF THAT



W. C. Horn, Bro. & Co. (Est. 1846) 541-547 Pearl St., N.Y.C.
Please send me Desk File, No. 16, 14, 15 (cross out any not wanted) with the understanding that same may be returned within 10 days if not satisfactory. I enclose \$

P 1 108

Name _____

Address _____

HORN *Instant* DESK FILE

keeps the papers on all pending matters in compact, convenient form—instantly accessible, indexed A to Z, 1 to 31, or with celluloid-covered removable index tabs for special classification. The pocket pages hold papers securely, but without gripping.

No.	Pages	Size	Index	Price
16	16	Letter	Changeable	\$2.50
14	28	Letter	A-Z	2.75
15	32	Letter	1-31	3.00
20	16	Legal	Changeable	8.00
24	28	Legal	A-Z	8.25
25	32	Legal	1-31	8.50



FREE TRIAL
OUR RISK

Classified Advertisements

HELP WANTED

Nationally known trade paper in clothing field needs a man of ideas in Service Department. Salary \$50 weekly. Send samples of work. Box 810, Printers' Ink.

WORLD'S FASTEST SELLING AUTO ACCESSORY!

STATE DISTRIBUTORS WANTED.
G. L. W. SPRING OILER CO., SAN DIEGO, CALIFORNIA.

New York representative for live class publication in growing field. Don't apply unless you have the habit of delivering the goods. Part time man who carries a wallop will be considered. This is a real opportunity for a producer. Box 819, P. I.

Stenographer and Correspondent in the Advertising Department of a large manufacturer of Women's Hats. An excellent opportunity for a young lady of initiative and executive ability. State past experience and salary expected. Box 824, care of Printers' Ink.

Wanted—By western concern, competent advertising and merchandising man, familiar with and experienced in handling and publication of house organ; preferably one successful in marketing line of medicinal remedies and toilet preparations. Good salary to right man. Box 823, care of Printers' Ink.

Electrical Specialty Salesman—Have you reached your limit on your present job? If you have and are capable of going higher, there's a well known manufacturer who has an opening for you. Give draft classification, details of experience and references in first letter. All correspondence strictly confidential. Box 812, care of Printers' Ink.

The leading trade publication of its industry needs an executive for its Advertising Service Department—a man who can plan an advertising campaign and carry it through—not simply a copy writer, but a merchandiser. A very attractive proposition will be made to the man who can qualify. Address, with full particulars, Box 821, Printers' Ink.

A Writer Who Can Dig Ideas from Facts

He must be able to suggest practical direct-mail advertising ideas for a wide variety of products and express his ideas in sensible, concise, finished copy that is not commonplace. A man who has the gift of originating human interest picture-ideas with snappy headlines, and putting them into quick layout sketches will be given preference. A permanent position for a young man with initiative, ideas, and sufficient advertising experience. Write us about yourself, your salary expectations, and draft status, inclosing samples of your work. Box 807, care of Printers' Ink.

Correspondent—I would have given ten years of my life for an opportunity such as we now have open for a man who has sales instinct and who can get behind an inquiry and close it. Must also have capacity for a volume of routine correspondence. Give draft classification, details of experience and references in first letter. All correspondence confidential. Box 811, care of Printers' Ink.

Wanted: Advertising solicitor to handle business in eastern territory for high-grade well established trade journal published in Chicago. Must have advertising selling experience and clean record. Traveling expenses paid; salary to start, \$40 to \$60 a week. Excellent opportunity for conscientious, live man. State age, experience, and give references. Applications held in strict confidence. Address box 815, care of Printers' Ink.

SECRETARY TO MANAGER OF PROMOTION DEPARTMENT

Young man or woman to take charge of card-systems, study sales-reports, and keep the information on the cards up to date, in order to bring vital facts to manager's attention regularly. Not just a file-clerk's job, but a position requiring judgment and initiative, and paid accordingly. The right person should have advertising agency training or be an eager student of advertising. Typist desirable. Write us about your qualifications, and draft status. Box 808, care of Printers' Ink.

MISCELLANEOUS

Genuinely rare opportunity; publisher number of journals, anxious, because of illness, to slacken up on personal activities, will sell whole or half interest in two (one daily and one weekly), purchaser to take full charge and responsibility; few thousand cash, balance from profits, will swing each publication; offered together or separately; this is good, act quickly; first reasonable proposition will be accepted. Address: Box 804, care of Printers' Ink.

Electros 1c

A Square Inch—Minimum 7 cents. Shipped to newspapers or dealers from your list or in bulk. Expressage pre-paid on bulk shipments exceeding \$10.00.

No order too large or too small
GENERAL PLATE CO. TERRE HAUTE, INDIANA

WANTED TO BUY FARM JOURNAL

State price and full particulars in first letter. Address: F. L. Stratton, care T. E. Stratton, Cahal Ave., Nashville, Tenn.

Ph. Morton
OCEAN TO OCEAN
CINCINNATI

WANTED ELECTRICAL DEVICE
Canadian manufacturer, having plant and staff available for additional work, wishes small electrical device to manufacture either on contract basis or for both manufacture and sale in Canada on royalty or percentage basis. A device having a large market similar to electric fan, sewing-machine motor or automobile electric horn preferred. Box 803, Printers' Ink.

POSITIONS WANTED

Advertising Solicitor—Manager, wide general and trade publication experience, large acquaintances Eastern territory, open for engagement. Box 806, care of Printers' Ink.

Mr. Ernest Elmo Calkins On page 142 is the advertisement of a man with ideas and artistic sense.

Catalog Compiler, experienced in wholesale hardware, wants position with hardware, advertising, or catalog concern. Experience and qualifications on request. Box 813, P. I.

BUSINESS DEVELOPER
Advertising, sales or general manager, broad business experience, open for mutually desirable connection. Box 809, Printers' Ink.

Have extensive connections in Canada, from coast to coast, with hardware dealers; am open for engagement as foreign sales manager with manufacturer for this trade. Write for particulars of experience. Box 825, Printers' Ink.

AN ART DIRECTOR
with proven merchandising ideas wants a new job. See page 142.

EDITOR

Manager of editorial page and editorial writer of ripe experience of large metropolitan daily wishes to change location. References and proof of ability furnished. Salary \$75 a week to start. Box 820, care of Printers' Ink.

COPY WRITER, layout man and excellent sketch artist with ideas, initiate and executive ability; knows art, printing, engraving, mediums; produced copy and finished layouts for newspaper, magazine and direct work on a wide range of general and technical subjects for New York advertising agencies and magazines; now employed. Box 805, P. I.

STATISTICIAN—32, desires opportunity to establish and operate statistical department for representative manufacturing concern. Desire permanent connection with good prospects for future. Box 818, Printers' Ink.

GENERAL MANAGERS

in general. Carnegie made millions by employing able men. See page 142.

EXECUTIVE

Proven ability in purchasing and office management; knows printing and advertising thoroughly. Desires position as manager or purchasing agent. Married. Box 814, Printers' Ink.

Advertising Manager

Philadelphia or New York

Live young executive with broad newspaper selling and business experience, sees wider field. Class 4A in draft. Box 816, care Printers' Ink.

MR. W. H. JOHNS

You know the value of good men. One is advertising on page 142.

Advertising Manager of second newspaper in a middle west city of 400,000 population is desirous of a change, ten years' experience in display advertising, five years as advertising manager, 37 years old, married, college and law school graduate. Address: Box 802, care of Printers' Ink.

I have had five years' experience in advertising and marketing through retail hardware, paint and drug stores, and I am at present employed in one of the leading advertising agencies. The opportunity I seek is not one which necessarily carries with it a large salary. I am twenty-eight years old and primarily interested in the future rather than the present. All my previous employers will be given as references. Box 817, care of Printers' Ink.

MR. O. H. BLACKMAN

Seasoned production men are scarce. See page 142 for an art director with ideas.

Sales Executive

Can show unusual record of success covering 15 years. Experience includes: Correspondence manager, specialty salesman, sales manager, professional advertising man, consultant in sales promotion, markets and distribution. Thoroughly understand modern office methods and routine. Am skilled interviewer of men as well as scientific sales and advertising manager. Have broad knowledge of trade conditions and sales methods employed in many diverse lines of business. Efficient organizer and real executive. Wanted: an executive position in worth-while organization. The opportunity must be real and compensation commensurate with the ability demonstrated. Executive, box 822, Printers' Ink.

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we have the
largest staff
of *recognized*
Poster Experts
backed by the
facilities and
equipment to
enable you to
get the utmost
efficiency out
of the Poster
Medium *

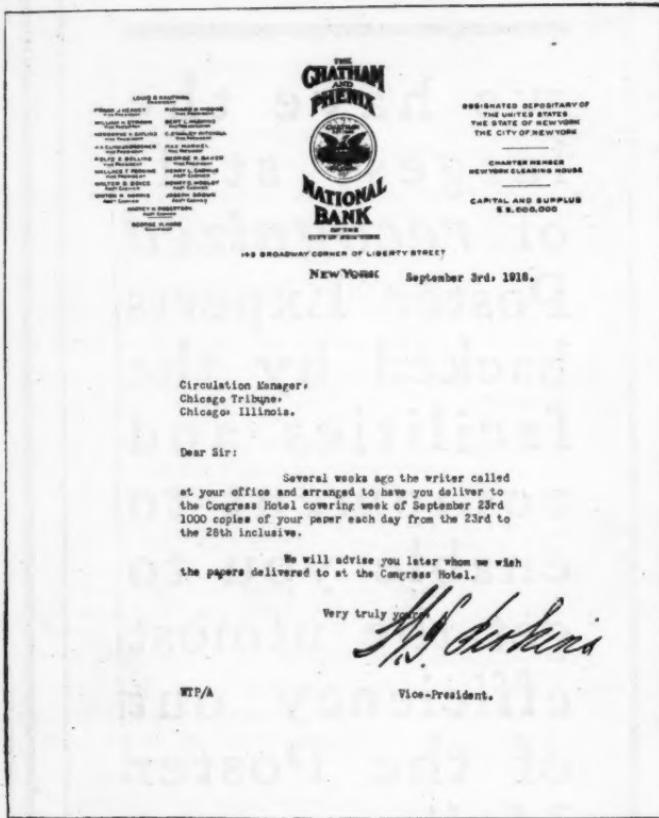
Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

Bankers Read Chicago Tribune



During the convention of the American Bankers Association, one thousand copies of The Chicago Tribune were delivered to the rooms of delegates before breakfast each morning. Mr. W. T. Perkins, who made the arrangements, knew which Chicago paper would best appeal to bankers because he had been a bank official in Chicago before becoming vice-president of the Chatham and Phenix National Bank of New York. The Chicago Tribune is read every day by practically every banker in the Central West.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Largest circulation of any Chicago paper—Daily or Sunday